



CULTURAL ROUTES OF THE COUNCIL OF EUROPE CALL FOR GOOD PRACTICES 2018

Name of the Cultural Route of the Council of Europe
ATRIUM – Architecture of Totalitarian Regimes In Europe’s Urban Memory
Title of the good practice proposed
“Memowalk Atrium Plus”: participatory creation of a tourism product for school education trips
Main priority field of action implemented through the practice (one single option)
1. Cultural and educational exchanges for young Europeans
Secondary fields of actions addressed by the practice (several options are possible)
<ol style="list-style-type: none"> 1. Enhancement of memory, history and European heritage 2. Cultural and educational exchanges for young Europeans 3. Cultural tourism and sustainable cultural development
When has this practice been implemented?
From October 2018 to June 2019
Where has this practice taken place (cities and countries)?
Bari (I), Ferrara (I), Forlì (I), Labin (HR), Zadar (HR)
Summary of the practice (activities, tools, members and public involved, etc.):
<p>“Memowalk Atrium Plus” is a designed and tested experience within the framework of the European <i>Atrium Plus Project</i>, funded by the 2014-2020 Interreg CBC Progam Italy-Croatia, with the aim of promoting a conscious use of the history and memories of the European 20th century among new generations.</p> <p>The main objective is to involve young students, of the partner cities, in the creation of a tour proposal in their own city, specifically addressed to peers who, thanks to the new Memowalk, will be able to explore the ATRIUM heritage, therefore their own cities’ heritage, in an innovative way, to broaden the understanding of how architecture has been a fundamental pedagogical tool in the construction of consensus by the undemocratic regimes.</p> <p>The project’s innovative aspect is that all the educational materials have been designed by classes of young 17-year-old students of the different schools involved.</p> <p>Members of the ATRIUM Plus Project: Municipalities of Forlì (LP), Ferrara and Labin (ATRIUM ROUTE members) Municipality of Bari, University of Zadar (other PPs) Other entities involved: University of Bologna - CAST (Centre for Advance Studies in Tourism),</p>



Forlì's High Schools, in particular Liceo Classico G.B. Morgagni and High School I.T.T.S. G. Marconi of Forlì, other high schools selected in Ferrara, Labin, Bari and Zadar, Deina Association (I), Federation of Tourist Guides of the Province of Forlì-Cesena (I) and Romagna FullTime Incoming Agency of Forlì (I).

Objectives:

- 1) To define a tourism product for schools, focused on ATRIUM themes, and developed through a participatory process with young students of secondary school, designed "by young people for young people".
- 2) To encourage a critical and conscious approach in younger generations to deepen the role of architecture in building consensus during the fascist and communist era.
- 3) To actively involve young people in experiencing the ATRIUM heritage through a shared reflection on values, liberties and the role of education today, starting from the critical analysis of the propaganda tools put in place by the undemocratic regime.
- 4) To spread new cultural paths for scholastic tourism that are, first of all, routes of active citizenship through memories and stories of the 1900s in Europe.
- 5) To strengthen the capacity for critical analysis in the younger generations of the history of totalitarian regimes at local and at European level.
- 6) To promote a conscious use of the history and memories of the 20th century Europe among new generations.

Main outcomes:

- 1) Creation of 5 different guided tours, one for each city involved.
- 2) Development of educational workshops as support activities to perform before the guided tour, focused on in depth analysis of contents and means of communication of the selected contents (story-telling, use of images, use of language, etc.).
- 3) Feedbacks' collection of students and teachers to evaluate the efficiency and effectiveness of the proposals.
- 4) Visibility for the Cultural Route to raise awareness of its presence among young students and school teachers of the schools involved.
- 5) Creation of a leaflet and a promotional video by the students as the ending stage of the project, in order to promote the ATRIUM Plus tourism product.

Strong points and difficulties in the design, implementation and development of the action:

Only at the end of the project it will be possible to make an accurate evaluation. Until now no issues were highlighted, indeed the involvement of the students has been strong and meaningful.

News published in the press about the good practice, if applicable (please insert only one URL):

Sentire Cristina (forse a Ferrara e Zara e Labin è uscito qualcosa...)
https://lloyds.design/atriumplus/AtriumPlus_EN.html

Please insert one picture representing the good practice:

