



## **ArTVision+ “Enhancing touristic development and promotion through prism of culture”**

Priority Axis: Environment and cultural heritage

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

### **D.3.4.2. Promotion carried out via electronic media**

WP3 - Destination promotion concept

A 3.4. - The promotion of concept through the workshops and promotional materials

**SEPTEMBER 2019**

LP- PRIMORJE-GORSKI KOTAR COUNTY,  
PP3- PINO PASCALI, PP4- PUGLIAPROMOZIONE

Final Version  
Public document

As stated in Application form, on page 44, D3.4.2 – Promotion carried out via electronic media – the promotion will be carried out by using all levels of electronic media (social networks, publications in electronic media, selective newsletter, with the possibility of choosing the level of news by the user, etc.).

LP- Primorje-Gorski Kotar County contracted a provider Libra d.o.o. for promotion through electronic media and the contract defines the following activities:

- Maintaining Facebook Project Pages and Regular Content Update
- Preparation and adaptation of the content and submission for publication on the official web site of the Project being developed by the program
- Starting a profile on Twitter (at least one publication per week), if necessary, in agreement with the Client
- Launch profile on Instagram (minimum one publication per week), if necessary, in agreement with the Client
- Making a Digital Newsletter
- Create a promotional mail form
- Create a promotional digital brochure (PDF book)

Below there is a final report attached.

27.9.2019

CONTRACTING AUTHORITY: PRIMORSKO-GORANSKA COUNTY

Administrative Department for Sport, Culture and Technical Culture

CONTRACTOR: Libra d.o.o.

PROJECT: ArTVision + - Promotion of tourism development / promotion through the prism of culture  
- creation of content for promotion in electronic media

The activities were performed under the Contract NUMBER: 11 / 02-19 / 31 and the Annex to the contract

## **PROJECT REPORT - March 18th to September 30th 2019.**

I. Introduction

II. Activities performed in the reporting period

## I. Introduction

The County of Primorje-Gorski kotar is a leading partner in the ArTVision + project, with the support of 6 other partners.

The purpose of the project is to harness the value and potential of culture as a major development segment of sustainable tourism development through innovative measures in the field of presentation, communication and organization in culture. The project will promote lesser-known destinations, present their cultural heritage to tourists and create quality collaboration between artists and organizers of the tourism offer. The ArTVision + project is a continuation of the ArTVision project. Video recording will be capitalized through ArTVision +, so participants from ArTVision will participate in educating artists and students by teaching them video recording. The idea behind the ArTVision + project is based on a new, innovative concept for promoting a common tourism product. Tourist promotion is usually aimed at more famous or larger destinations and there is a need for quality promotion of less known destinations through the prism of culture. This project will integrate lesser-known destinations, present its cultural heritage to tourists, and create quality collaboration between artists and organizers of the tourist offer. A promotional campaign and a well-designed joint tourism product will foster the co-operation of culture and tourism, which will at the same time enliven and preserve the culture of individual areas.

The promotion will include artists in addition to the promotional campaign. The purpose of this is to use their work and cultural expressions in improving and developing the tourist offer and additional tourist facilities. An IT platform that will connect artists and organizers of tourist events (tourist boards, museums, theaters, art cinemas, etc.) will be designed to represent a kind of "stock market" of cultural creators and events. The platform developed so far as the "County Cultural Network" is an original tool for organizing tourist events with cultural and artistic content. The added value of the platform is to create quality collaboration and communication between artists and organizers of tourist events. Also, the joint tourism product will be presented through the content available on the IT platform. Cooperation through the IT platform will greatly facilitate the organization of cross-border events and thus ensure the continued cooperation of the two countries in the creation of tourist offer based on cultural heritage. The project will also enable young artists to gain knowledge in presenting their work and promoting their work through tourist events.

The Contract defines the following activities by the Contractor:

1. Maintain an existing Facebook project page and update content 8 regularly
2. Preparation and adaptation of content and submitting for publication on the official website of the Project under development by the program
3. Starting a Twitter profile in agreement with the Client, if necessary
4. Starting an Instagram profile in agreement with the Client
5. Creating a Digital Newsletter
6. Creating a promotional mail form
7. Create a promotional digital brochure (PDF books) of at least 6 pages

All planned project activities were carried out in coordination with the Client and in cooperation with project partners regarding the preparation of material for publication.

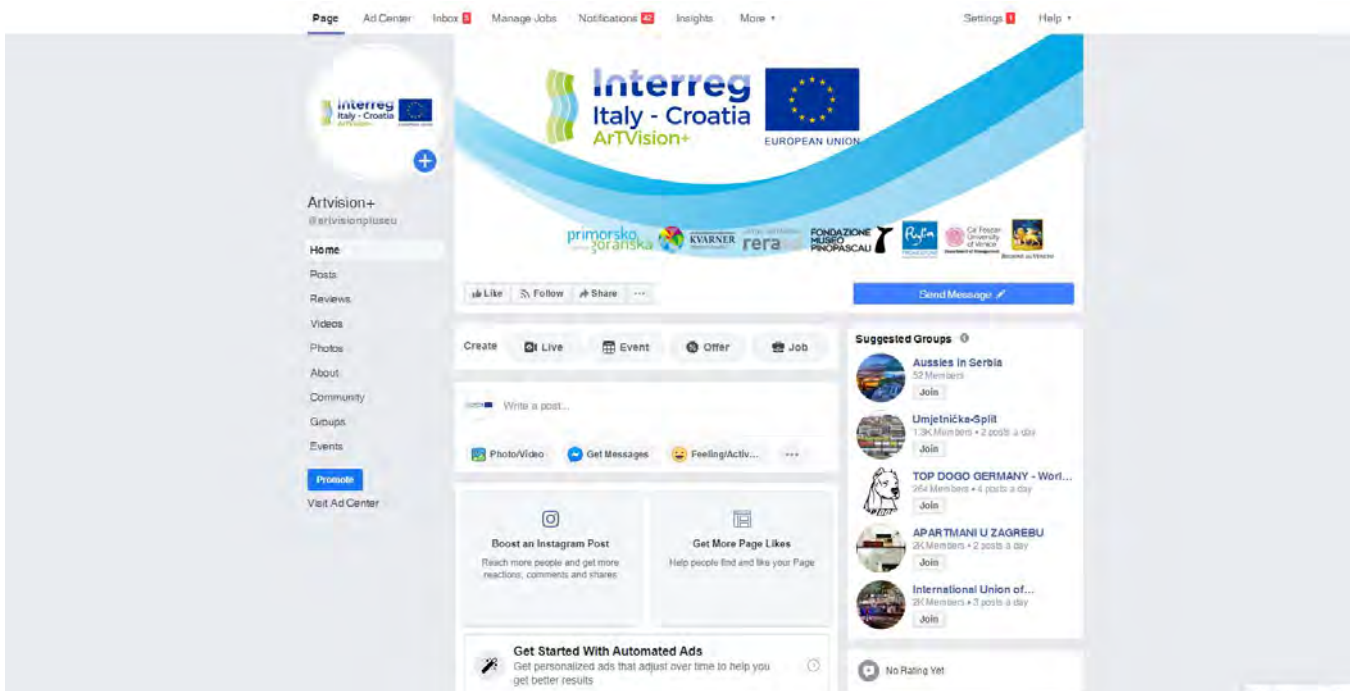
## 1. PROJECT FACEBOOK PAGE

<https://www.facebook.com/artvisionpluseu/>

As initial activities, these applied visuals were prepared for the Facebook page with updated partner logos. Contact information and basic project information were updated.

In the course of the project, in cooperation with partners and LP, content was published that included information on workshops held, announcements and invitations to workshops and events, presentations of partners and their activities, and presentation of recorded material for promotional video formats.

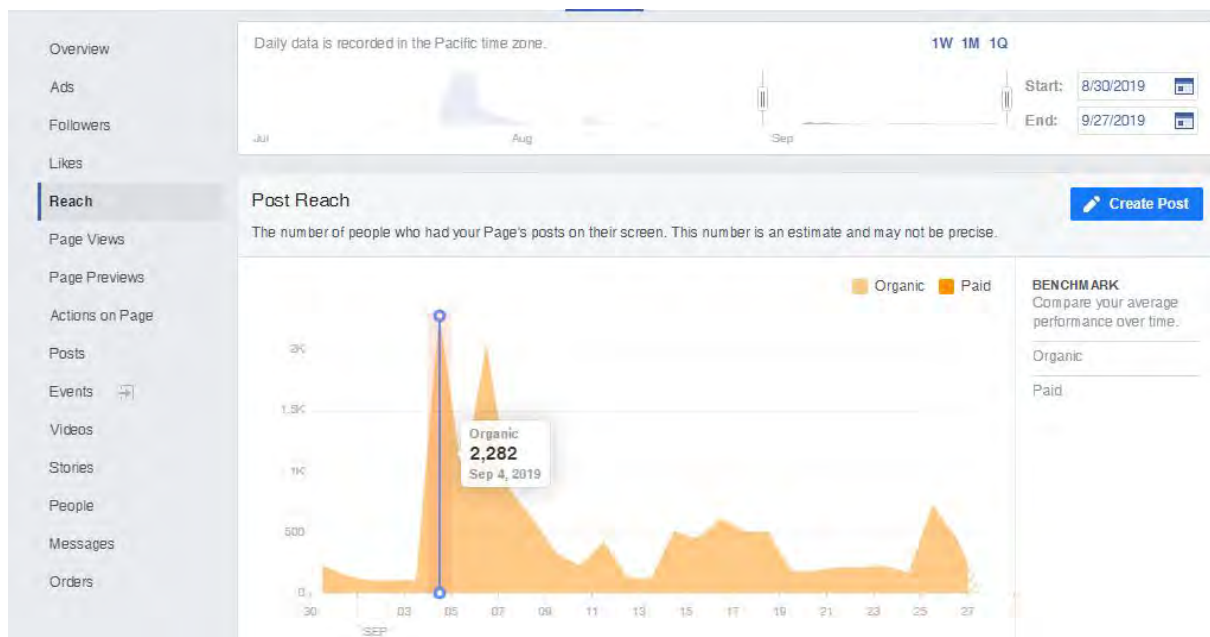
Also, the Facebook page was used as a channel to promote other project sites such as the YouTube channel and the ArTVision+ platform.



As of September 30, the project's Facebook page had 1,009 likes and 1,047 followers.

- A detailed demographic view of the project's Facebook page audience is provided below
- 62% of site fans are women, with the most represented age group from 25 to 34 years
- In 36% of male site fans, the most represented age group is 35-44 years
- as expected, the biggest number of fans is from the Croatian and Italian area

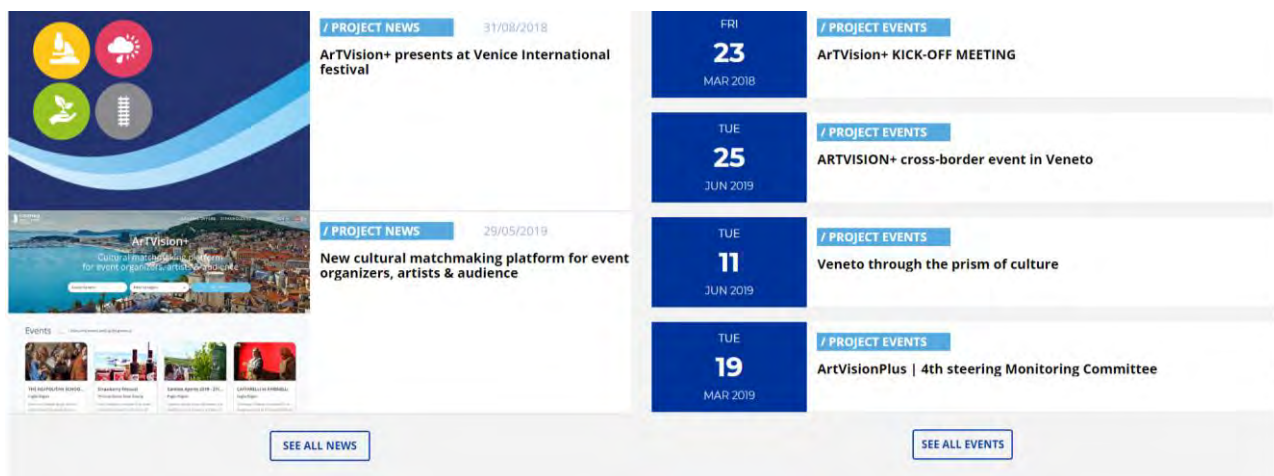




The average weekly reach of published posts is around 1,600, while the estimated organic reach of posts during the project is around 40,000.

## 2. Preparation and adaptation of content and submitting for publication on the official website of the Project under development by the program

The announcements on the website of the program <https://www.italy-croatia.eu/web/artvisionplus> were coordinated with the LP and PPs and related to important information related to the progress of the project.



**PROJECT NEWS** 31/08/2018  
ArTVision+ presents at Venice International festival

**PROJECT NEWS** 29/05/2019  
New cultural matchmaking platform for event organizers, artists & audience

**PROJECT EVENTS**  
ArTVision+ KICK-OFF MEETING (FRI 23 MAR 2018)

**PROJECT EVENTS**  
ARTVISION+ cross-border event in Veneto (TUE 25 JUN 2019)

**PROJECT EVENTS**  
Veneto through the prism of culture (TUE 11 JUN 2019)

**PROJECT EVENTS**  
ArtVisionPlus | 4th steering Monitoring Committee (TUE 19 MAR 2019)

[SEE ALL NEWS](#) [SEE ALL EVENTS](#)



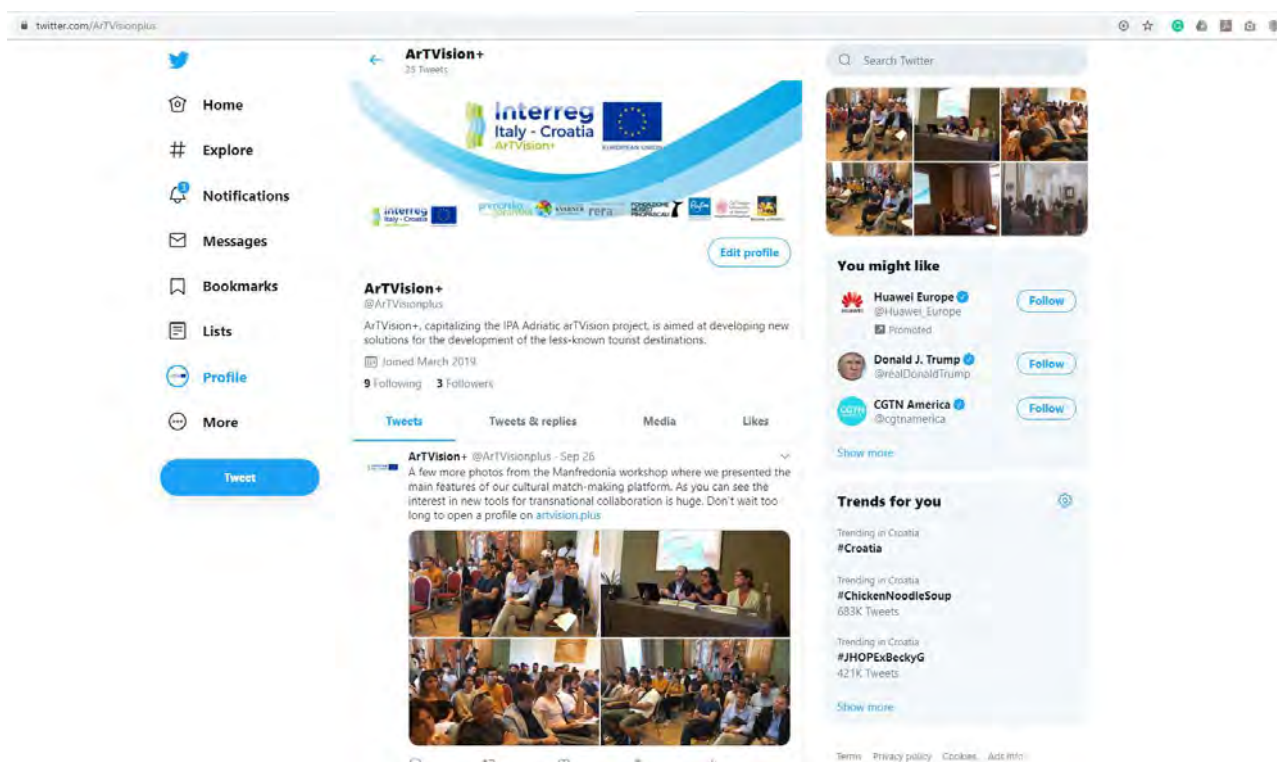
### 3. PROJECT TWITTER PROFILE

<https://twitter.com/ArTVisionplus>

As initial activities, these applied visuals were prepared with updated partner logos. Contact information and basic project information were updated.

In the course of the project, in cooperation with partners and the LP and PPs, content was published that included information on workshops held, announcements and invitations to workshops and events, presentations of partners and their activities, and presentation of recorded material for promotional video formats.

Also, the Twitter profile has been used as a channel to promote other project sites such as the YouTube channel and the ArTVision + platform.



Over the course of the project, 26 tweets were posted that had a reach of 1,300. Individual tweets averaged a reach of 500.

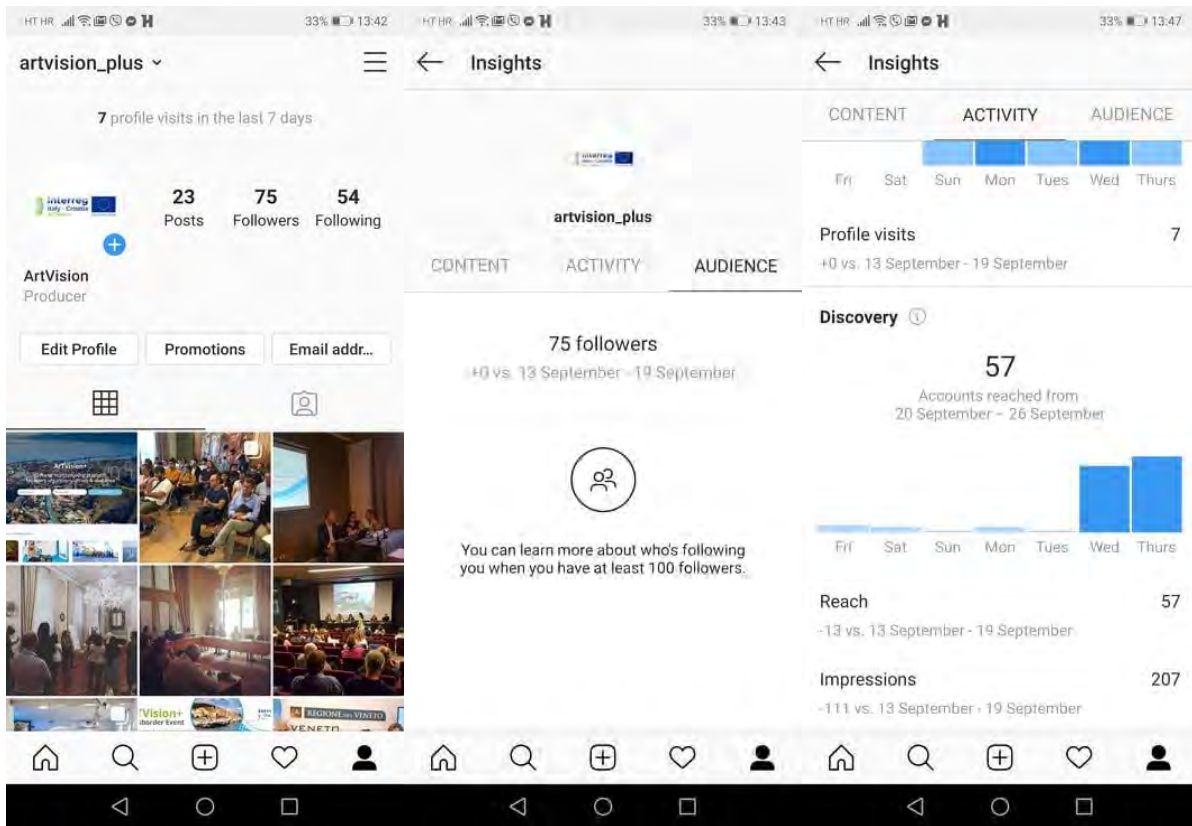


#### 4. INSTAGRAM PROJECT PROFILE

[https://www.instagram.com/artvision\\_plus/?hl=en](https://www.instagram.com/artvision_plus/?hl=en)

Instagram profile of the project created and launched primarily through preparation and visual application for Instagram profile with up-to-date partner logos. The focus of the announcements was on photo and video materials, and also concerned information on workshops held, announcements and invitations to workshops and events, presentations of partners and their activities, and presentation of recorded material for promotional video formats.

Throughout the duration of the project, 26 posts were published that had a reach of 5,016. Weekly reach Instagram posts averaged about 60.



## 5. DIGITAL NEWSLETTER

- a MailChimp (digital newsletter service) account was set up to create and send the Digital Newsletter and an initial contact database was created
- a digital newsletter has been created with basic information on the final project results and links to the main promotion channels of the ArTVision project



Newsletter was sent to the subscribers base and the results of the campaign are as follows:

- Total recipients: 425
- Successful deliveries: 371 (87.3%)
- Total opens: 162
- Abuse reports: 0

Top links clicked:

- <https://www.youtube.com/channel/UCppekxy0zHzjaSbvk7mMIHA> - 78
- <https://www.facebook.com/artvisionpluseu/> - 51
- <https://artvision.plus> - 30
- <https://twitter.com/ArTVisionplus> - 24

## 6. PROMOTIONAL MAIL FORMAT

For the purpose of additional project promotion, a digital promotional form for sending via e-mail has been created.



We would like to present one of the most important results of the ArTVision + project: an IT platform that has two main goals. The first is to be a virtual place for cooperation of stakeholders in culture. The second, to be the place for information on cultural events that take place in a particular region and the promotion of destinations through the prism of culture.

Enjoy our 37 video films of lesser-known tourist destinations in the four regions (Apulia, Veneto, Kvarner and Dalmatia) were filmed and produced as a visual mean of promotion. The concept was to showcase different destinations via promotional videos with an artistic approach.



7. PROMOTIONAL DIGITAL BROCHURE (PDF BOOKS)



**ArTVision+ PROJECT**

The ArTVision + project is being implemented to create innovations in interactive, inter-institutional and interdisciplinary cultural communication between the regions of Croatia and Italy and to promote the art and use of the values and potentials of culture as the main wheel of sustainable tourism development. The ArTVision + project seeks to enhance tourism development and destination promotion through the prism of culture.

The project was funded by the European Regional Development Fund as part of the INTERREG V-A Italy - Croatia 2014-2020 cooperation program, and is a continuation of the ArTVision project. The idea behind the ArTVision + project is based on the concept of promoting a joint tourism product. As tourism promotion is more often geared towards larger destinations, this project involves alternative destinations and will encourage their tourism promotion by presenting their cultural heritage and enhancing quality cooperation between artists and tour operators.

A promotional campaign and a well-designed joint tourism product will encourage the use of culture for tourism purposes, which will at the same time revitalize and preserve the cultural heritage of certain areas. Thus, 37 short artistic depictions of alternative tourist destinations in four regions (Apulia, Veneto, Kvarner and Dalmatia) were filmed within the project, and students and independent local cultural activists will be educated on video content development. An international cultural event was organized in each region as an example of using the IT platform.

The purpose of the project is to harness the value and potential of culture as a major development program for sustainable tourism development through innovative measures in the field of presentation, communication and organization in culture. Cultural heritage is inscribed in our past, present and future and is a good basis for the development of tourist destinations with a rich cultural heritage.

**PROJECT OBJECTIVES**

The overall objective of the project is to harness the value and potential of culture for the sustainable development of tourism.

**Specific objectives:**

- Tourism development using cultural prism;
- Development of a functional, digital channel for communication between artists and organizers of tourist events;
- Better visibility of destinations through brand building based on cultural heritage and the development of cultural creativity in the present and the future.

🕒	<b>PROJECT DURATION</b> 01/01/2018 - 30/09/2019	€	<b>ERDF</b> € 855,406,00	💰	<b>PROJECT VALUE</b> € 1.006.360,00
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[www.artvision.plus](http://www.artvision.plus)

**A cultural platform to connect event organizers, artists and audiences.**

One of the most important results of the ArTVision+ project is the creation of an IT platform that has two main goals. The first is to be a virtual place for the cooperation of stakeholders in the culture. The second goal is to be the place for information on cultural events that take place in a particular region. Also, the platform will promote destinations through the prism of culture and develop cultural tourism in general. An institutional cultural event was organized in each region as an example of using the IT platform.

The aim of the IT platform is to facilitate the organization of cross-border events and thus to strengthen the continuous cooperation of the two countries in the creation of tourist offer based on cultural heritage. In addition to the cultural prism, the platform can also find routes that allow tourists to get to know the natural beauty of destinations through cycling and hiking trails and through other opportunities for active holidays that a particular destination offers.

The project also emphasizes providing opportunities for young artists to acquire knowledge and to display and promote their work through tourist events. Within the project, video production workshops were organized, and later, participants of the workshops, developing practical knowledge, also participated in recording video content about destinations, which can be seen on this platform.




**A tool for the preservation of cultural heritage and the development of cultural tourism.**

The platform provides a framework for the synergy of preserving cultural heritage and developing new cultural and tourist facilities, with an emphasis on lesser-known destinations that are often true little-unexplored cultural gems.

Taking care of cultural heritage and raising the quality of cultural events, so as to promote and mediate among stakeholders, is a sure path towards the development of cultural tourism and tourist destinations in general.

The effort to enable this platform to collaborate with less and / or more well-known artists and organizers of cultural events, thereby making it possible to raise the quality of cultural events by finding better quality staff. One of the qualities of the platform is the ability to evaluate the collaborative/artist reviews about it.

This will allow registered users to collaborate with those who have retained the best reviews and who have proven to be the best in their domain.

The added value of the platform is also an interactive map of natural and cultural sites, as well as other informative content that will be useful to local and foreign visitors. The platform will also be able to inform about the events that each destination offers, as well as individual events organized by all registered users of the platform, which opens the possibility of reaching a larger audience.



**PROJECT PARTNERS**

The project partnership is based on the collaboration of different partners with specific skills and specific expertise that is complementary and crucial to the successful implementation of the project.



Primorsko-Gorski Kotar County is the lead partner in the ArTVision+ project, with the support of 2 other partners from Croatia - Kvarner Tourist Board and RERA S.O. for the Coordination and Development of the Split-Dalmatia County and 4 partners from Italy - Pino Pascali Foundation - Museum of Contemporary Art, Agency Pugliapromozione, Ca' Foscari University of Venice and the Veneto Region.



## VENETO REGION

The Veneto region is one of the most famous and visited tourist destinations in the world. Due to its cultural heritage, diversity of environment and ecosystems, this region will satisfy a wide range of needs and offer visitors a wide variety of activities: from cultural tourism to stay at seaside resorts, from wellness to sports facilities, from staying in the mountains to rural tourism.

The Veneto region is located in northeastern Italy, at the inevitable intersection of the European continent where the main routes from west to east and from north to south meet.

The Veneto region is known for its famous cities of culture (Venice, Verona, Vicenza, Padua, Treviso, Rovigo and Belluno) and beautiful natural areas such as the Dolomites Mountains, the shores of Lake Garda, the Euganean Hills, modern seaside resorts and Delta Park.

## PRIMORJE-GORSKI KOTAR COUNTY

Primorje-Gorski Kotar County is distinguished by its favorable natural position, its great cultural and historical heritage and its beautiful nature. It is one of the most developed and attractive tourist destinations in Croatia due to its unique combination of coastal, island and highlands. It comprises three different spatial units: the coastal and insular areas and the mountainous area.

In the language of the ancient Romans, who are believed to have given it a name, the word *Qua (be) maris* means "four celestial directions," and indicates that the Karst region, or Primorje-Gorski Kotar county, is the meeting point for these directions.

With a combination of excellent geographical location and mild Mediterranean climate, this is a privileged place where many influences have been intertwined for centuries, which is reflected in the richness of cultural heritage.

The cultural and historical heritage of the County, which is also important for national history, stands out the Baska Table, the most precious monument of the Croatian past, where the word "Croatian" is mentioned for the first time in the Croatian language, with the name of the Croatian ruler (King Zvonimir). Also, there is the Vinodol Code, which is an important monument to Croatian customary law from 1288.

## APULIA REGION

White as the lime of the historic centers, blue as the crystalline sea and red as the land where thousands of olive trees plunge their roots, Apulia is considered the fifth of Italy, a narrow and long stretch of land surrounded by two seas: the Ionian Sea to the west and the Adriatic to the east.

The 800-kilometer long coastline offers a unique landscape diversity: the white ridges and long peninsular areas of Cape Gargano, the split coastline to the north and south of Bari, and the sand dunes of Brindisi and Lecce. Crystal clear water that displays masterpieces of defensive architecture such as, for example, many observation towers.

Apulia is also the site of Saint Nicholas, the patron saint of Bari, to whom the beautiful Romanesque basilica is dedicated, as well as three UNESCO sites: Castel del Monte, Alberobello and the San Michele-Arcangelo shrine.

In addition, many Baroque masterpieces of Lecce make Florence of the South. A trip to Apulia remains in the memory also due to the aromas and flavors of the diverse Mediterranean cuisine that is unique and healthy.

## SPLIT-DALMATIA COUNTY

It is located in the central part of the Adriatic coast.

Split-Dalmatian County, known as the Dalmatian hinterland, is intersected by mountains that extend parallel to the coast and boast beautiful surroundings and villages where the spirit of the past is still felt. On the coast, beautiful cities with rich cultural and historical heritage stand out. The island area of this county consists of 74 islands and 57 reefs and reefs, and with its beauty and offerings it will leave everyone breathless and provide a perfect holiday.

The county boasts a variety of natural diversity – the mountains share the continental features of Zagora with a Mediterranean coastline full of beautiful beaches that look out into the open.

Due to its favorable climate, abundance of water, fertile soil and geographical location, this area has always been ideal for life and has been inhabited since prehistoric times. Thanks to its rich and turbulent past, it boasts a true wealth of cultural monuments. Every corner of the county is a unique story for itself, leaving every visitor breathless.

## PRIMORJE-GORSKI KOTAR COUNTY

VIDEO



TISAT TOWN  
RIJEKA



ZELENI VIR AND VRAŽJI PROKAZ  
ŠARAD



THE SHEEPING MUSEUM  
LJUBENCI



MEDIEVAL HERITAGE  
RAB ISLAND



THE ROADS OF GLASOVITIC SCRIPTURE  
BIČA AND VRBICA



MYTHICAL TRAIL  
MOŠĆENIČ



TWO-PART SINGING  
KRAVARA AREA



TRAMUNTANA  
CRES ISLAND



SEA AND SUBMARINE HERITAGE  
IŽ ISLAND



## SPLIT-DALMATIA COUNTY





VIDEO

 <p><b>SOLTA – HONEY ISLAND</b> ISLAND OF SOLTA</p>	 <p><b>STONE – TOWER THROUGH HISTORY</b> TRN</p>	 <p><b>INFINITE LOVE – MILJEVIDO AND DOBRILA / KASTEL LUGIĆ</b></p>	 <p><b>LANDSCAPE – CREATION AND TRANSFORMATION / MISTIKA NABINA</b></p>
 <p><b>RIVER OF TIME – TOWERS AT CETINA</b> CETINA KRAJINA</p>	 <p><b>CRljenak IN TRILJ</b> TRILJ</p>	 <p><b>WINE AS AN ANSWER – KASTELAN CRljenak / KASTEL STAPUĆ</b></p>	 <p><b>CUTTLEFISH AND BROAD BEANS</b> KASTEL BANJELONAC</p>

## VENETO REGION





VIDEO

 <p><b>SUGAR FACTORY</b> ROVIGO PROVINCE</p>			
 <p><b>CA' VENDRAMIN WATER DRYING MUSEUM / ROVIGO PROVINCE</b></p>	 <p><b>TEATRO SOCIALE IN ROVIGO</b> ROVIGO PROVINCE</p>	 <p><b>PADUA WATERWAY</b> PADUA CITY AREA</p>	 <p><b>BERGANTIN DRIVING AND POPULAR ENTERTAINMENT MUSEUM / PADUA CITY AREA</b></p>
 <p><b>MASCIO INTERNATIONAL MASK MUSEUM &amp; DONATO SARTORI INTERNATIONAL / PADUA CITY AREA</b></p>	 <p><b>L'ARTE DI STRADA A PADOVA</b> PADUA CITY AREA</p>	 <p><b>ALICORNO TOWER</b> PADUA CITY AREA</p>	 <p><b>LOGGIA AND ODEO CORNARO</b> PADUA CITY AREA</p>



**APULIJA REGION**  


 <b>SAN VITO DEI NORMANNI</b> <small>Narrator: LUCA BARRICOLI, COMPOSITION MUSICIAN</small>	 <b>SALENTO FROM THE WINDOW OF THE TRAIN THROUGH THE SOUTHEAST / SALENTO</b> <small>Narrator: ...</small>	 <b>FASANO</b> <small>Narrator: ...</small>	 <b>SEGEZIA</b> <small>Narrator: ...</small>
 <b>MONTE SANT'ANGELO</b> <small>Narrator: ...</small>	 <b>MASSAFRA</b> <small>Narrator: ...</small>	 <b>TARANTO</b> <small>Narrator: ...</small>	 <b>CANINE DELLA BATTAGLIA</b> <small>Narrator: ...</small>



**The platform is available at:**  
<https://artvision.plus/>

[www.artvision.plus](https://artvision.plus/)



The registration is completely free for all users and designed to be used on mobile, tablet and PC. The benefits of registration are the ability to follow the profiles of other registered users and their projects. Registered users can publish their own authentic artistic and informative content on cultural and tourist offers, which becomes available in the user base.

8. Additionally: A You Tube project channel has been created that is used to publish project related videos.



**“Enhancing touristic development and promotion through prism of culture”**

## D.3.4.2 Promotion carried out via electronic media

Polignano a Mare, May-September 2019

WP 3 – Destination promotion concept

A.4 The promotion of concept through the workshop and promotional materials

PP3 – Pino Pascali Foundation

## 1. Executive summary

PP3 - Pino Pascali Foundation, through their own mailing system, published two dedicated newsletters with basic information on the IT platform and the main results of the ARTVISION+ activities. Newsletters were sent to the subscribers base and the results of the campaign are as follows:

- Total recipients: 1254
- Successful deliveries: 1039 (82.85%)
- Total opens: 728



## 2. Newsletters

FONDAZIONE  
MUSEO  
PINOPASCALI



**Interreg**  
Italy - Croatia  
ArTVision+



EUROPEAN UNION

## AL VIA LA PIATTAFORMA CULTURALE DI MATCHMAKING PER ORGANIZZATORI DI EVENTI, ARTISTI E SPETTATORI



## Video



PP5 The waterways of Padua - Padua



PP5 Teatro sociale - Rovigo



PP5 Street art - Padua



PP5 Lodge and Odeo Cornaro - Padua

Si chiama "**artvision.plus**" la nuova piattaforma online, promossa nell'ambito del progetto "ARTVISION+ Enhancing touristic development and promotion through prism of culture", che punta a mettere in contatto e a favorire la cooperazione tra organizzatori di eventi, artisti e pubblico.

La piattaforma online, di facile utilizzo, varca ora i confini del progetto e si apre a tutti coloro che lavorano o hanno a che fare col settore del turismo culturale.

Questa piattaforma nasce per favorire la collaborazione tra artisti e organizzatori di eventi culturali, più o meno noti, aumentando in modo diretto la qualità degli eventi culturali grazie a una più facile individuazione di professionisti altamente qualificati e alla valutazione del loro lavoro e della loro capacità di collaborazione. Nello specifico, la piattaforma consentirà anche di valutare e recensire la qualità della collaborazione e del lavoro svolto.

La registrazione è completamente gratuita e l'ottimizzazione è valida su tutti i devices (cellulare, tablet e computer). È possibile accedere alla piattaforma come ospite, ma solo l'utente registrato può sfruttarne appieno le funzioni. Gli utenti registrati potranno visionare i profili degli altri utenti registrati e i loro progetti, pubblicare i propri contenuti artistici, audiovisivi e informativi sulle offerte turistico-culturali.



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*Il progetto ArTVision+ è finanziato dal Fondo Europeo di Sviluppo Regionale nell'ambito del Programma INTERREG VA Italia-Croazia 2014-2020. La durata del progetto va dal 1 ° gennaio 2018 al 30 settembre 2019. Nell'arco di 18 mesi, 4 partner provenienti dall'Italia e 3 dalla Croazia lavoreranno insieme per raggiungere gli obiettivi e i risultati previsti dal progetto. Il Partner capofila è la Contea di Primorje-Gorski Kotar; gli altri partner del progetto sono l'Ufficio del Turismo Quarnero, RERA – l'Agenzia di sviluppo della Contea di Spalato – Dalmazia, la Fondazione Pino Pascali-Museo di Arte Contemporanea, l'Agenzia Pugliapromozione, l'Università Ca' Foscari Venezia e la Regione del Veneto.*

*Il valore complessivo del progetto è di € 1.006.360,00, di cui € 855.406,00 di fondi FESR. Il budget della Fondazione Pino Pascali – Museo di Arte Contemporanea è pari a € 145.375,00, di cui € 123.568,75 di fondi FESR.*

Communication Manager – Pino Pascali Foundation

Santa Nastro +39 3928928522 [press@museopinopascali.it](mailto:press@museopinopascali.it)







FONDAZIONE  
MUSEO  
PINOPASCALI



Interreg  
Italy - Croatia  
ArTVision+



EUROPEAN UNION

## **ARTVISION+: VIDEORACCONTI INEDITI SULLA PUGLIA**





Domenica 29 settembre, la Fondazione Pino Pascali presenta i video realizzati nell'ambito del progetto europeo Artvision+, finanziato a valere sulla prima Call del Programma Interreg V-A Italia-Croazia 2014-2020, nei quattro territori coinvolti (Regione del Veneto, Regione Puglia, Contea Primorje-Gorski kotar, Contea Split-Dalmazia). L'evento è ultima tappa di presentazione del progetto e dei risultati raggiunti.

Per la Puglia i documentari sono stati realizzati sotto il coordinamento di Nicolai Ciannamea e raccontano il territorio pugliese attraverso una serie di sguardi ed itinerari inediti, valorizzando i luoghi nascosti, non per questo meno affascinanti. Nei video, i musicisti del circolo locale mandolinistico raccontano San Vito dei Normanni (il video è stato realizzato dalla regista Paola Verardi e premiato nell'ambito della Mostra Internazionale del Cinema di Venezia), lo scrittore Raffaele Gorgoni invita alla scoperta del Salento da Lecce a Gagliano del Capo a bordo di un treno, sulle tracce del giornalista Pino Bruno conosciamo "la metafisica" Segezia, in provincia di Foggia, gli architetti Martino Pinto e Luigi de Palma, raccontano Fasano e le antiche masserie. E ancora il ricercatore di letteratura latina Alessandro Lagioia ci conduce a Monte Sant'Angelo, il docente di lettere Angelo Dellisanti scopre Massafra e le sue case in grotta, l'attrice Nunzia Antonino, insieme a Miranda Carrieri, direttore, ripercorrono i luoghi storici di Canne della Battaglia. Infine con la giornalista e scrittrice Enrica Simonetti andiamo a

Taranto a visitare il faro e con l'attore Vito Facciolla scopriamo i piccoli borghi di pescatori a Polignano a Mare.

Video racconti sono visionabili sulla piattaforma artvision.plus o sul canale YouTube ARTVISION PLUS.



**Pino Pascali Foundation- SAN VITO DEI NORMANNI con i musicisti del locale Circolo Mandolinistico**

Music of the common thread that leads us to spend a few hours with the...

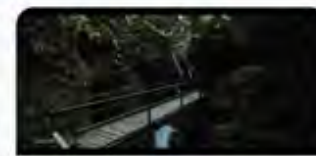


**Pino Pascali Foundation-TARANTO con Enrica Simonetti**

Historical events, legends and strange dances crowd around the port...



**[PGŽ - CITY OF RAB - Medieval heritage]**



**[PGŽ - ZELENi VIR - VRAŽJI PROLAZ]**



**[PGŽ - TWO PART SINGING]**



**[PGŽ - PERUN-TREBIŠČE - Journey through mythical trail]**



**Pino Pascali Foundation - Da Lecce a Gagliano del Capo con Raffaele Gorgoni, scrittore**

The landscape does not lie, says Raffaele Gorgoni on the journey below...



**Pino Pascali Foundation - FASANO con Martino Pinto e Luigi de Palma, architetti**

A short but intense journey around the idea of beauty, Architects Mart...



Pino Pascali Foundation - CANNE DELLA BATTAGLIA - con Nunzia Antonino e Miranda Carrieri

The words of Titus Livius, Polybius and Plutarch  
flamit, risionale in the 5...



Pino Pascali Foundation - MASSAFRA con Angelo Delli Santi, docente di lettere

It is the left limestone current by time, water  
and rain, along the slope...



Pino Pascali Foundation - MONTE SANT'ANGELO - con Alessandro Lagioia, ricercatore letteratura latina

It is the basin in the rocks, on the steps carved  
in the stone, that is...



Pino Pascali Foundation - POLIGNANO a MARE con Vito Facciolla, autore e attore

Vito Facciolla, author and actor, uses three  
voices to narrate his Poem...



*Il progetto ArtVision+ è finanziato dal Fondo Europeo di Sviluppo Regionale nell'ambito del Programma INTERREG VA Italia-Croazia 2014-2020. La durata del progetto va dal 1 ° gennaio 2018 al 30 settembre 2019. Nell'arco di 18 mesi, 4 partner provenienti dall'Italia e 3 dalla Croazia lavoreranno insieme per raggiungere gli obiettivi e i risultati previsti dal progetto. Il Partner capofila è la Contea di Primorje-Gorski Kotar; gli altri partner del progetto sono l'Ufficio del Turismo Quarnero, RERA – l'Agenzia di sviluppo della Contea di Spalato – Dalmazia, la Fondazione Pino Pascali-Museo di Arte Contemporanea, l'Agenzia Pugliapromozione, l'Università Ca' Foscari Venezia e la Regione del Veneto.*

*Il valore complessivo del progetto è di € 1.006.360,00, di cui € 855.406,00 di fondi FESR. Il budget della Fondazione Pino Pascali – Museo di Arte Contemporanea è pari a € 145.375,00, di cui € 123.568,75 di fondi FESR.*

Communication Manager – Pino Pascali Foundation

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**“Enhancing touristic development and promotion through prism of culture”**

## **D.3.4.2 Promotion carried out via electronic media**

**Bari, September 2019**

**WP 3 – Destination promotion concept**

**A.4 The promotion of concept through the workshops and promotional materials**

**PP4 - Agency PUGLIAPROMOZIONE**

## 1. Executive summary

In order to maximize the utilization of the IT platform, PP4 Agency Pugliapromozione conducted a comprehensive promotion. In regard to this, a series of n. 3 newsletters were produced and send to potential future users. The newsletters were sent in period from July to September 2019 to database of 8.809 contacts.



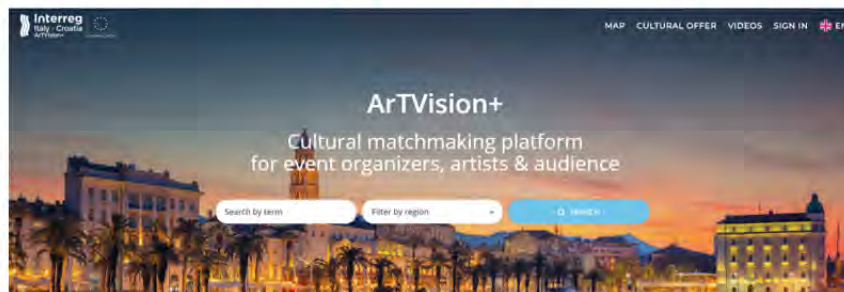
## 2. Newsletters

Below are attached all the newsletters sent to potential users.



## ARTVISION.PLUS

*Al via la piattaforma per favorire l'organizzazione di eventi*



*Uno dei risultati più importanti del progetto ArTVision+ è stato raggiunto. Da maggio, la piattaforma di matchmaking ARTVISION.PLUS è attiva per organizzatori degli eventi, artisti e spettatori.*

Il primo obiettivo della piattaforma è **afferinarsi come luogo virtuale per una vera cooperazione tra stakeholders culturali**; il secondo è **dare informazioni sugli eventi culturali** che si svolgono in una determinata regione in modo da promuoverne lo sviluppo turistico in generale e quello culturale in particolare.

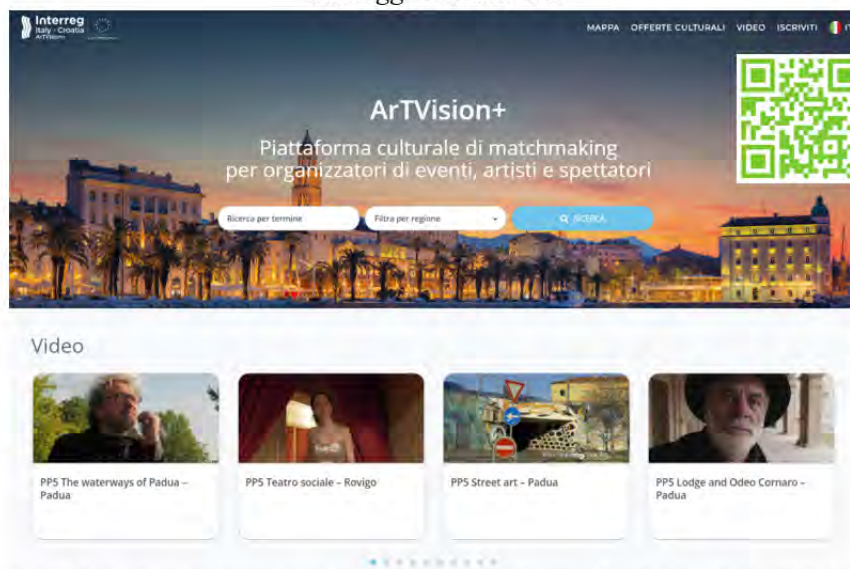
La cooperazione tramite questa piattaforma mira inoltre a facilitare l'organizzazione di eventi transfrontalieri e a rafforzare in tal modo la cooperazione in corso tra i due paesi, per la creazione di un turismo basato sul patrimonio culturale. Oltre al prisma culturale, sulla piattaforma è anche possibile trovare percorsi turistici alla scoperta delle bellezze naturali locali, con piste ciclabili, escursioni e altre opportunità per vacanze attive. Il valore aggiunto della piattaforma è la mappa interattiva sulla quale sarà possibile trovare monumenti naturali e culturali e altri contenuti informativi utili ai visitatori nazionali e stranieri.

Per maggiori informazioni scansiona QR code o [clicca qui](#)



## ARTVISION.PLUS

*Vantaggi e modi d'uso*



La piattaforma è uno strumento per la conservazione del patrimonio culturale e lo sviluppo del turismo culturale. La piattaforma fornisce un quadro per la sinergia tra la conservazione del patrimonio culturale e lo sviluppo di nuovi contenuti turistico-culturali, con particolare enfasi su destinazioni meno conosciute che sono spesso veri gioielli culturali tutti da scoprire.

La piattaforma ARTVISION.PLUS consente agli utenti di informarsi, fare promozione e comunicare:

- dando informazioni agli utenti (non) registrati sugli eventi culturali nelle regioni e nelle destinazioni incluse nel progetto, con possibilità di diffusione ad altre regioni e destinazioni;
- promuovendo le destinazioni turistiche meno conosciute attraverso il prisma del patrimonio culturale e lo sviluppo del turismo culturale;
- pubblicizzando eventi culturali, previa registrazione gratuita dell'utente;
- consentendo agli utenti registrati di mettersi alla ricerca di partner per il progetto e di offrire cooperazione in partenariato;
- istituendo collaborazioni commerciali tra gli organizzatori delle manifestazioni culturali, gli artisti e il pubblico.

## GRANDE SUCCESSO PER LE WORKSHOP DEL PROGETTO ARTVISION+

*Sulla piattaforma ARTVISION.PLUS finalmente insieme i talenti della Puglia con quelli di  
Croazia e Veneto per creare un sistema adriatico della cultura e del turismo*

Promuovere le destinazioni meno popolari, attraverso la valorizzazione del loro patrimonio culturale materiale e immateriale. È questo l'obiettivo del progetto ARTVISION+ e della sua piattaforma, il cui funzionamento è stato presentato durante tre workshop tenutesi a Polignano a Mare, Bari e Manfredonia da luglio a settembre 2019.



Questa piattaforma nasce per favorire la collaborazione tra artisti e organizzatori di eventi culturali, più o meno noti, aumentando in modo diretto la qualità degli eventi culturali grazie a una più facile individuazione di professionisti altamente qualificati e alla valutazione del loro lavoro e della loro capacità di collaborazione. Nello specifico, la piattaforma consentirà anche di valutare e recensire la qualità della collaborazione e del lavoro svolto. Ciò consentirà agli utenti registrati di collaborare con coloro che hanno ricevuto le recensioni migliori e che hanno dimostrato di essere i migliori nel proprio settore.



*"ArtVision+ è un progetto di cooperazione internazionale che aiuta a mettere insieme i vari talenti della Puglia: il cinema, il turismo, l'arte, lo spettacolo, la cultura. La sua piattaforma è uno strumento che utilizziamo per lavorare con le altre comunità affinché il turismo e la cultura non siano fenomeni accidentali sui quali investire in modo estemporaneo, ma siano oggetto di una programmazione costruita con le altre comunità"*

**Loredana Capone**, assessore regionale all'Industria turistica e culturale ed alla Gestione e valorizzazione dei beni culturali

*Per ArtVision+, Pugliapromozione fa parte del partenariato insieme alla Fondazione Pina Pascali - Museo di Arte Contemporanea, e all'Ufficio del Turismo della Regione del Quarnero, all'Agenzia di sviluppo della Contea di Spalato - Dalmazia, all'Università Ca' Foscari di Venezia e alla Regione del Veneto, oltre alla Contea di Primorje-Gorski Kotar come capofila. Il progetto è finanziato attraverso il programma di cooperazione transfrontaliera Italia-Croazia (asse 3: ambiente e patrimonio culturale).*