

ATLAS MASH UP EVENT
26th September 2019, Pula

On Thursday, September 26, 2019, at the headquarters of the Istrian Development Agency in Pula, a "mash up" event was held within the ATLAS project, organized by the Istrian Development Agency - IDA Ltd., University of Juraj Dobrila in Pula and STEP RI from Rijeka. Representatives of partners from Croatia, who chose Italian partners and other friends who presented their idea in domestic cultural tourism.

After the welcoming election by the organizers and open competitions, the jury was presented with the ideas of the applied teams, who in a few minutes presented the business idea in domestic cultural tourism, which they later elaborated with their mentors and presented it again.

As the project activities, as well as the multidisciplinary "Mash up" itself, focused on the development of new ideas in domestic cultural tourism, everyone present in the afternoon had the opportunity to visit Pula and follow the tourist guide. The successful realization of this project was confirmed by the award awarded with the best rated business ideas in the area of the Pula Amphitheater, where the successful cooperation between IDA and the Archaeological Museum of Istria, a special ramp was opened, which enabled access to persons with disabilities by permanent exhibition of the exhibition "Viticulture and olive growing in Istria" reaffirmed the importance of making cultural sites accessible to all.

