

D2.2.3 Multi-channel and hybrid format press conferences with innovate elements

PP4/IST

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Press
conference

Istrian
Castles



REGION OF ISTRIA, Administrative Department for Culture and Heritage
is pleased to invite you to the:

Press conference **Istrian Castles in the frame of TAKE IT SLOW project**



July 5th, 2022
11:00 A.M.



Visitors center Herman Potočnik Noordung, Castle in Pula, Gradinski uspon 6

SHORT DESCRIPTION OF THE EVENT: Press conference Istrian Castles will be organized as part of activity of Project and media communication as well as Accessibility improvement and promotion of Adriatic natural and cultural heritage sites and will be held on Tuesday 5th of July 2022 on the premises of Visitors center Herman Potočnik Noordung, Castle in Pula, Gradinski uspon 6. Press conference Istrian Castles is organized in the frame of strategic TAKE IT SLOW project co-financed by INTERREG VA ITALY CROATIA 2014-2020 CBC program, of total value 3.764.695,71 EUR funded by the Regional Development Fund (85%) and partner's contribution (15%).

PARTICIPANTS: Project partners and managers, target groups, stakeholders and media representatives.

For more information about the project, please visit: www.italy-croatia.eu/take-it-slow

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REGIONE DEL VENETO

Regione Emilia-Romagna



Consorzio Regionale
per le Arti e la Cultura



PUGLIA REGION
Department of Tourism, Economy
of Culture and Valorisation of Territory



MINUTES OF THE MEETING

Multi-channel and hybrid format
Press Conference with innovative elements

In organization of Region of Istria (D2.2.3)

05/7/2022

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 2.2
Activity Title: Media relations
Partner in Charge: Region of Istria
Status: Final
Distribution: Public
Date: 05/07/2022

Multi-channel and hybrid format Press Conference with innovative elements

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| Date | 05/07/2022 |
| Location | Visitors center Herman Potočnik Noordung, Castle in Pula, Gradinski uspon 6, 52100 Pula and online |
| Time | 11:00-13:00 |
| Prepared by | Sandra Ilić Region of Istria |

Press conference Istrian castles in Pula

5th of July 2022 in Pula, in the area of the historic water reservoir in Castle in Pula, a press conference of the TAKE IT SLOW project was held in cooperation with the Historical and Maritime Museum of Istria and the Archaeological Museum of Istria announcing upcoming activities related to castles and fortifications. Istrian castles project, divided into scientific research and popularization of heritage, as the main result announces the opening of the Visitor Creative Center and Virtual Museum House of Castles in Momjan on July 22nd 2022.

As a prelude to the opening of the House of Castles exhibition “Valvasor in Istria” is being organized in the Historical and Maritime Museum of Istria on the 333rd anniversary of the publication of monumental work of Slovenian polyhistor, ethnographer and travel writer Johann Weichard Valvasor "The Glory of Vojvodina Kranjska". As part of the promotion of Istrian castles, in synergy with the TAKE IT SLOW project, which will enable multimedia displays of 3D reconstruction of Istrian castles and the Archaeological Museum of Istria, the exhibition “Istrian Castles” will be opened on July 29, 2022 in Sacred Hearts.

Attached photos of the meeting





REPUBLIKA HRVATSKA
ISTARSKA ŽUPANIJA



Kabinet župana
Pula, Flanatička 29, p.p. 198
tel.052/372-101, fax: 052/372-104

KLASA: 611-01/22-02/03
URBROJ: 2163-02-02/3-22-5

Pula, 4. srpnja 2022.

SREDSTVA JAVNOG INFORMIRANJA - - svima -

Poštovane/i,

pozivamo Vas na konferenciju za novinare na kojoj će biti predstavljen projekt *ISTARSKI KAŠTELI - CASTELLI ISTRIANI - ISTRIAN CASTLES*, kao i aktivnosti projekta TAKE IT SLOW, a održat će se **u utorak, 5. srpnja 2022. godine**, u Posjetiteljskom centru Herman Potočnik Noordung Povijesnog i pomorskog muzeja u Puli (Kaštel, Gradinski uspon 6), s početkom u **11:00 sati**.

Na konferenciji će govoriti:

- pročelnik Upravnog odjela za kulturu i zavičajnost Istarske županije **Vladimir Torbica** - o projektu Istarski kašteli i Kući Istarskih kaštela
- projektna koordinatorica **Sandra Ilić** - o aktivnostima projekta TAKE IT SLOW
- ravnatelj Arheološkog muzeja Istre **Darko Komšo** – o izložbi Istarski kašteli
- ravnatelj Povijesnog i povijesnog muzeja Istre **Gracijano Kešac** - o izložbi Valvasor u Istri

Veselimo se Vašem dolasku!

S poštovanjem,

KABINET ŽUPANA



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Otvaranje
Kuće kaštela



ISTARSKA ŽUPANIJA – REGIONE ISTRIANA, Upravni odjel za kulturu i zavičajnost - Assessorato cultura e territorialità sa zadovoljstvom Vas poziva na:

Otvaranje Posjetiteljskog centra Kuća kaštela u okviru TAKE IT SLOW projekta



**22. srpnja 2022. godine
11:00**



Kuća kaštela, Trg sv. Martina, Momjan

KRATAK OPIS: Otvaranje Posjetiteljskog centra Kuća kaštela organizirat će se u okviru aktivnosti Projektna komunikacije s medijima te Poboljšanja dostupnosti i promocije jadranske prirodne i kulturne baštine u petak 20. listopada 2022. godine u Kući kaštela, smještenoj na Trgu sv. Martina u Momjanu. Otvaranje Posjetiteljskog centra Kuća kaštela organizira se u okviru strateškog TAKE IT SLOW projekta su-financiranog putem INTERREG VA ITALIJA HRVATSKA 2014.-2020. prekograničnog programa, ukupne vrijednosti 3.764.695,71 EUR financirane od strane Fonda za regionalni razvoj (85%) i partnerskog doprinosa (15%).

PARTICIPANTI: Projektni partneri i voditelji, ciljane grupe, dionici projekta i predstavnici medija.

Za više informacija o projektu molimo posjetite: www.italy-croatia.eu/take-it-slow

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PUGLIA REGION
Department of Tourism, Economy
of Culture and Naturalisation of Territory



MINUTES OF THE MEETING

Multi-channel and hybrid format
Press Conference with innovative elements

In organization of Region of Istria (D2.2.3)

22/7/2022

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 2.2
Activity Title: Media relations
Partner in Charge: Region of Istria
Status: Final
Distribution: Public
Date: 20/10/2022

Multi-channel and hybrid format Press Conference with innovative elements

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| Date | 22/07/2022 |
| Location | House of Castles, St. Martin's Square in Momjan and online via zoom platform |
| Time | 11:00-13:00 |
| Prepared by | Sandra Ilić Region of Istria |

Opening of House of Castles in Momjan

The House of Istrian Castles - a virtual museum and creative center of the heritage of Istrian castles was officially opened on 22nd of July 2022 in Momjan, financed jointly by Region of Istria, City of Buje and TAKE IT SLOW strategic project financed through INTERREG VA Italy Croatia 2014-2020. cross-border cooperation program. The goal of establishing the House of Castles is the protection, valorization and promotion of the common northern Adriatic cultural heritage of castles and the related heritage of the medieval towns of central Istria as a basis for new tourist products and destinations.

House of Castles is designed as innovative architectural marker that reinterprets the tower and palace of the castle, an artist in residence space, a visitor and creative center, and at the same time a virtual museum dedicated to both virtual and sensory impaired visitors.

The conceptual solution of the visitor interpretation center of the Houses of Istrian Castles is focused on multilingual multimedia interpretation that provides a whole range of innovative ways in which the center can reach different target groups of tourists. The interactivity of the exhibition brings visitor engagement and presentation of content using innovative technology, such as 3D historical reconstruction of development stages, 360° video animation adapted to VR glasses, virtual tours of selected revitalized castles, communication through Braille inscriptions and 3D models of Istrian castles.

Attached photos of the meeting







House of Castles - Opening



REGION OF ISTRIA, Administrative Department for Culture and Heritage

is pleased to invite you to the:

Opening of Visitors center House of Castles in the frame of TAKE IT SLOW project



July 22nd, 2022

11:00 a.m.



St. Martin's Square in Momjan

SHORT DESCRIPTION OF THE EVENT: Opening of the Virtual Museum and Creative Center House of Castles will be organized as part of activity of Improvement of accessibility and promotion of Adriatic natural and cultural heritage sites and will be held on Friday 22nd of July 2022 at 11:00 a.m. at St. Martin's Square in center of Momjan. House of castles was equipped with lighting fixtures, standard and custom-made equipment as well as IT and multimedia equipment with multimedia solutions in the frame of strategic TAKE IT SLOW project co-financed by INTERREG VA ITALY CROATIA 2014-2020 CBC program, of total value 3.764.695,71 EUR funded by the Regional Development Fund (85%) and partner's contribution (15%).

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