

APRONS UPDATE 1

Deliverable D2.3.6

WP2 – PROJECT COMMUNICATION

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: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP2
Status: Final

APRONS

Promotional materials aprons per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP2/SKC as a partner has developed and produced 1500 aprons for HR partners on the project level. The developed and produced aprons will be distributed to HR partners including PP2 in equal quantities (300 per partner).

DESIGNED APRON:



Distribution list of aprons:

PROJECT PARTNER	NUMBER OF APRONS TO DELIVER TO PP
LP/DUBROVNIK NERETVA COUNTY	300
PP1/PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY	300
PP2/PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY	300
PP3/UNIVERSITY OF ZADAR	300
PP4/ISTRIA REGION	300
TOTAL APRONS	1500

CLOTH BAGS UPDATE 1

Deliverable D2.3.7

WP2 – PROJECT COMMUNICATION

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Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP2
Status: Final

CLOTH BAGS

Promotional materials cloth bags per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP2/SKC as a partner has developed and produced 1500 cloth bags for HR partners on the project level. The developed and produced cloth bags will be distributed to HR partners including PP2 in equal quantities (300 per partner).

DESIGNED CLOTH BAG:



Distribution list of cloth bags:

PROJECT PARTNER	NUMBER OF CLOTH BAGS TO DELIVER TO PP
LP/DUBROVNIK NERETVA COUNTY	300
PP1/PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY	300
PP2/PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY	300
PP3/UNIVERSITY OF ZADAR	300
PP4/ISTRIA REGION	300
TOTAL CLOTH BAGS	1500

NOTEBOOKS UPDATE 1

Deliverable D2.3.8

WP2 – PROJECT COMMUNICATION

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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: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP2
Status: Final

NOTEBOOKS

Promotional materials notebooks per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP2/SKC as a partner has developed and produced 2500 notebooks for HR partners on the project level. The developed and produced notebooks will be distributed to HR partners including PP2 in equal quantities (500 per partner).

DESIGNED NOTEBOOK:



Distribution list of notebooks:

PROJECT PARTNER	NUMBER OF CLOTH BAGS TO DELIVER TO PP
LP/DUBROVNIK NERETVA COUNTY	500
PP1/PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY	500
PP2/PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY	500
PP3/UNIVERSITY OF ZADAR	500
PP4/ISTRIA REGION	500
TOTAL NOTEBOOKS	2500

PENS UPDATE 1

Deliverable D2.3.9

WP2 – PROJECT COMMUNICATION

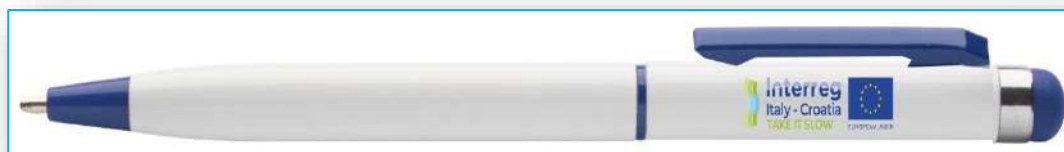
Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP2
Status: Final

PENS

Promotional materials pen per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP2/SKC as a partner has developed and produced 2500 pens for HR partners on the project level. The developed and produced pens will be distributed to HR partners including PP2 in equal quantities (500 per partner).

DESIGNED PEN:



Distribution list of pens:

PROJECT PARTNER	NUMBER OF PENS TO DELIVER TO PP
LP/DUBROVNIK NERETVA COUNTY	500
PP1/PUBLIC INSTITUTION RERA SD FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY	500
PP2/PUBLIC INSTITUTION DEVELOPMENT AGENCY OF ŠIBENIK-KNIN COUNTY	500
PP3/UNIVERSITY OF ZADAR	500
PP4/ISTRIA REGION	500
TOTAL NOTEBOOKS	2500

D2.3.5 COTTON SACKS (with JARS OF HONEY, PACKS OF FLOUR and PEARL BARLEY and PAPER SACKS WITH SAFFRON) _400

PP7/ER

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: 3
Activity Title: Promotional materials
Partner in Charge: PP7
Partners involved: PP7
Status: Final

COTTON SACKS (with JARS OF HONEY, PACKS OF FLOUR, PACKS OF PEARL BARLEY and PAPER SACKS WITH SAFFRON)

PP7 Emilia Romagna took part to coordination activities with Italian PPs for the definition of the gadgets and worked with its designated external expert for the production of gadgets finalized in December 2021.

PP7/ER instead of Calendar + planner + cookbook (D2.3.5) has developed and produced 400 little cotton sacks (25x30 cm) which contain, assorted in various way, the following local products: 400 small jars of honey, 200 packs of flour, 200 packs of pearl barley, 400 small paper sacks containing 0,1 g of saffron as promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

SAFFRON



L'Alta Valmarecchia con il suo clima è
ideale per la coltivazione dello zafferano
e il terreno scelto in base alla sua
conformazione, fa sì che questo prodotto
sia di una qualità ottima.

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Peso	Lotto	Raccolto
<u>0,1g</u>	<u>02</u>	<u>2020</u>

Da consumarsi preferibilmente entro il 12/2022

HONEY AND FLOUR



POSTCARDS

Deliverable D2.3.6

WP2 – PROJECT COMMUNICATION

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Priority Axis: 3 Environment and cultural heritage
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Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP7/RER
Status: Final

POSTCARDS

PP7/RER has developed and produced 400 paper folders with 8 postcards inside (300 folders in Italian and 100 in English). The front of the postcards are pictures of the territory of RER pilot area, the back of four postcards describes the characteristics of the RER pilot area and the back of the other four postcards propose typical recipes of RER pilot area (dimension of the open folder 28,8 x 31,2 cm, dimension of each postcard 12 x 17cm).

D2.3.6 should have been “aprons”, but the Italian partners proposed and motivated the choice of different gadgets in an email sent on the 16th of November 2021 to Veneto Region, who acted as mediator with the Lead Partner.

This promotional material will be used for the overall promotion of the project, results, achievements, and outputs. The folders containing the postcards will be shared among target groups via innovative, participatory, and all-inclusive dissemination events, as foreseen by the Communication Strategy and Plan.

DESIGNED FOLDERS AND POSTCARDS:

Folders:





Postcards:



Details of two postcards:



D2.3.7 CLOTH BAGS_450

PP7/ER

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: 3
Activity Title: Promotional materials
Partner in Charge: PP7
Partners involved: PP7
Status: Final

CLOTH BAGS

PP7 Emilia Romagna took part to coordination activities with Italian PPs for the definition of the gadgets and worked with its designated external expert for the production of gadgets finalized in December 2021.

PP7/ER has developed and produced 450 cloth bags as promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

CLOTH BAG



CLOTH BAGS

Deliverable D2.3.7

WP2 – PROJECT COMMUNICATION

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: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP8 SVEM
Status: Final

CLOTH BAGS

Promotional materials cloth bags per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP8/SVEM has developed and produced n. 500 cloth bags.

The developed and produced cloth bags will be distributed at the Fonte Avellana Cultural Heritage Interpretation Centre as SVEM pilot action and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.

DESIGNED CLOTH BAGS:



Stampa ad 1 colore
REFLEX BLU
Dim: 24 x 13 cm c.a.

D2.3.7 CLOTH BAGS_n.250

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: 2.3
Activity Title: promotional materials
Partner in Charge: PP9
Partners involved: PP9
Status: Final

CLOTH BAGS

PP9 Abruzzo Region took part to coordination activities with Italian PPs for the definition of the gadgets and worked with the enterprise winning the public procurement for the production of gadgets finalized in December 2021.

PP9/ABR REG has developed and produced 250 cloth bags promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.





CLOTH BAGS

Deliverable D2.3.7

WP2 – PROJECT COMMUNICATION

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: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP10/MOL
Status: Final

CLOTH BAGS

According to the Take It Slow Communication Strategy, PP10/MOL developed the cloth bags as effective tools to promote the TIS project and the C7C pilot area as well, share its achievements, and engage the target groups identified in a meaningful way.

PP10/MOL has developed and produced 100 natural cotton shoppers to distribute during programmed activities as local and regional presentations, study visit and activities, along the paths of the project, involving the local target groups.

CLOTH BAG MOCKUP:



D2.3.8 NOTEBOOKS_200

PP7/ER

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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: 3
Activity Title: Promotional materials
Partner in Charge: PP7
Partners involved: PP7
Status: Final

NOTEBOOKS

PP7 Emilia Romagna took part to coordination activities with Italian PPs for the definition of the gadgets and worked with its designated external expert for the production of gadgets finalized in December 2021.

PP7/ER has developed and produced 200 notebooks as promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

NOTEBOOK AND PEN



D2.3.8 NOTEBOOKS_n.500

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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: 2.3
Activity Title: promotional materials
Partner in Charge: PP9
Partners involved: PP9
Status: Final

NOTEBOOKS

PP9 Abruzzo Region took part to coordination activities with Italian PPs for the definition of the gadgets and worked with the enterprise winning the public procurement for the production of gadgets finalized in December 2021.

PP9/ABR REG has developed and produced 500 notebooks promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.



D2.3.9 PENS_200

PP7/ER

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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: 3
Activity Title: Promotional materials
Partner in Charge: PP7
Partners involved: PP7
Status: Final

PENS

PP7 Emilia Romagna took part to coordination activities with Italian PPs for the definition of the gadgets and worked with its designated external expert for the production of gadgets finalized in December 2021.

PP7/ER has developed and produced 200 pens as promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

NOTEBOOK AND PEN



PENS

Deliverable D2.3.9

WP2 – PROJECT COMMUNICATION

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Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP8 SVEM
Status: Final

PENS

Promotional materials pen per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP8/SVEM has developed and produced n. 600 pens.

The developed and produced pens will be distributed at the Fonte Avellana Cultural Heritage Interpretation Centre as SVEM pilot action and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.

DESIGNED PEN:

MORETTI COMUNICAZIONI - per PENNA INTERREG

DIMENSIONE DI STAMPA: 5,9X0,7 CM
COLORE DI STAMPA: ■ NERO



D2.3.9 PENS_n.500

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Work Package Number: 2
Work Package Title: Project Communication
Activity Number: 2.3
Activity Title: promotional materials
Partner in Charge: PP9
Partners involved: PP9
Status: Final

PENS

PP9 Abruzzo Region took part to coordination activities with Italian PPs for the definition of the gadgets and worked with the enterprise winning the public procurement for the production of gadgets finalized in December 2021.

PP9/ABR REG has developed and produced 500 pens promotional materials and as per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.



POSTCARDS

Deliverable D2.3.6

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POSTCARDS

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This promotional material will be used for the overall promotion of the project, results, achievements, and outputs. The folders containing the postcards will be shared among target groups via innovative, participatory, and all-inclusive dissemination events, as foreseen by the Communication Strategy and Plan.

DESIGNED FOLDERS AND POSTCARDS:

Folders:





Postcards:



Details of two postcards:



REUSABLE WATER BOTTLES

Deliverable D2.3.6

WP2 – PROJECT COMMUNICATION

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Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP8 SVEM
Status: Final

PENS

Promotional materials reusable water bottles per Communication Strategy will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

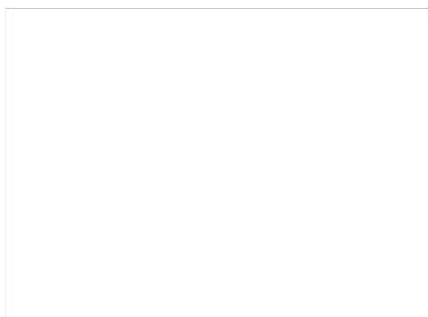
PP8/SVEM has developed and produced n. 500 reusable water bottles.

The developed and produced reusable water bottles will be distributed at the Fonte Avellana Cultural Heritage Interpretation Centre as SVEM pilot action and during programmed activities as local and regional presentations, visits and activities with stakeholders, guided tour etc., along the paths of the project, with target groups.

DESIGNED REUSABLE WATER BOTTLES:



Spazio disponibile: 8 x 2,5 cm c.a. - Stampa: 8 x 2 cm c.a.



BROCHURE

Deliverable D2.3.5

WP2 – PROJECT COMMUNICATION

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Work Package Number: 2
Work Package Title: PROJECT COMMUNICATION
Activity Number: 3
Activity Title: Promotional materials
Partner in Charge: PP2
Partners involved: PP8 SVEM
Status: Final

BROCHURE

Promotional materials will be used for overall promotion of the project, results, achievements and outputs. They will be shared among target groups via innovative, participatory and all-inclusive dissemination events.

PP8/SVEM has designed and produced n. 1000 brochure on TAKE IT SLOW project and SVEM pilot action (the “Fonte Avellana Cultural Heritage Interpretation Centre”) in order to distribute them at the Centre and during programmed activities as local and regional presentations, visits and activities with stakeholders, conference, guided tour etc., along the paths of the project, with target groups.

The Brochures have been realized in Italian and English language and they are uploaded on the dedicated folder “PP8/SVEM Promotional Materials - D2.3.5 Brochure”.






TAKE IT SLOW
 Smart and Slow Tourism
 Supporting Adriatic Heritage
 for Tomorrow

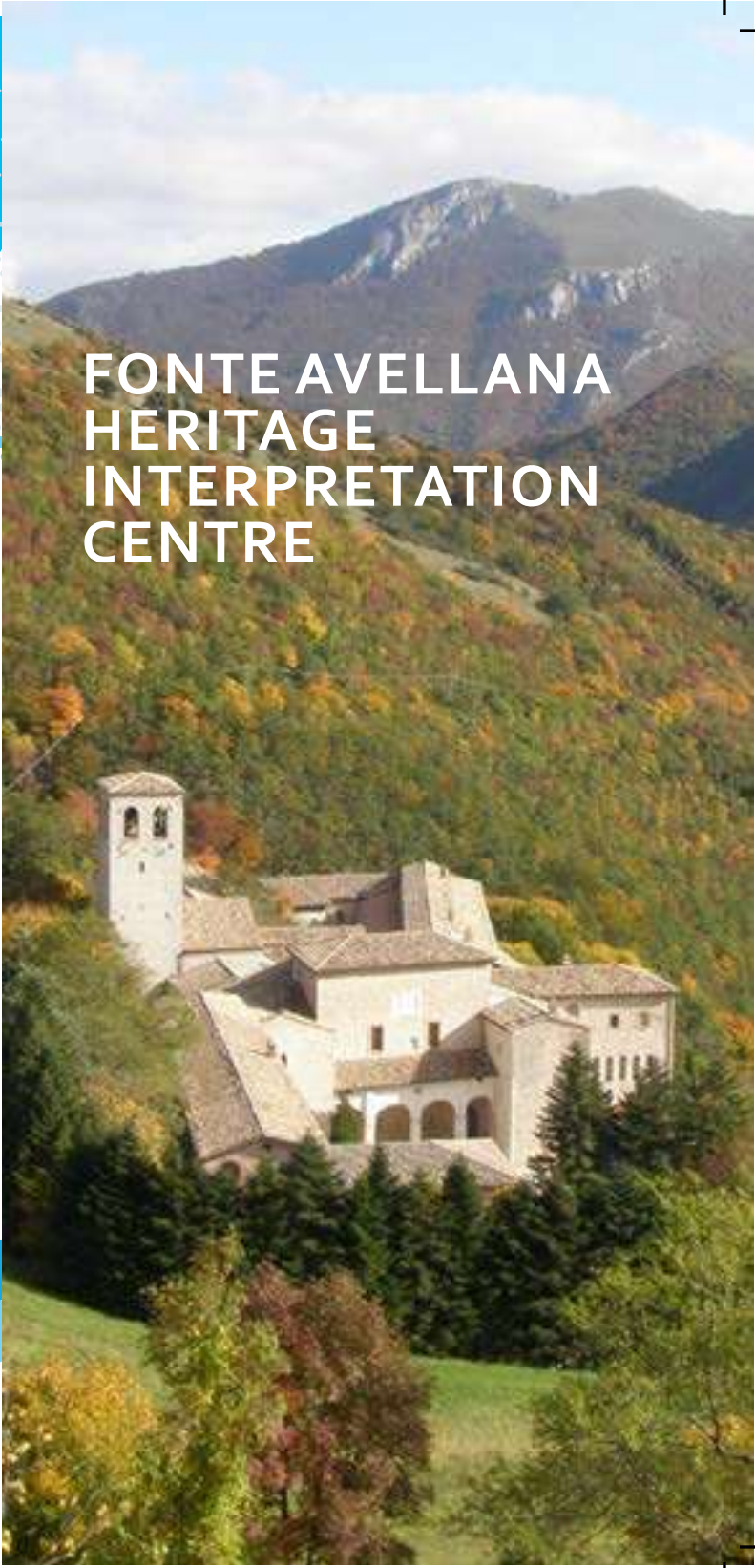
EMBRACE THE PACE OF ADRIATIC HERITAGE EXPERIENCE

Fonte Avellana Heritage Interpretation Centre was realized in 2022 by SVEM – Sviluppo Europa Marche with the contribution of TAKE IT SLOW strategic project funded by Interreg Italy-Croatia Programme 2014-2020.

The project aims to promote and boost the sustainable tourism offer, in a common challenge that combines complex strategic actions and the creation of a new sensitivity, more inclusive and aware, to meet the needs of travellers and the host territories.

PROJECT PARTNERS


CONTACT
 SVEM - SVILUPPO EUROPA MARCHE S.r.l.
 REGIONAL DEVELOPMENT AGENCY OF MARCHE REGION
 segreteria@svemarche.eu
 www.svemarche.eu



FONTE AVELLANA HERITAGE INTERPRETATION CENTRE

The SVEM - Sviluppo Europa Marche pilot action has led to the creation of a **Centre for the Interpretation of the Intangible Cultural Heritage** of the Camaldolese Monks in Fonte Avellana.

The purpose is to facilitate the presentation and the valorisation of the heritage and to offer different possible interpretations for an active enjoyment of the heritage itself, using presentation and animation tools. The interpretation concerns the cultural and natural intangible heritage developed around the Fonte Avellana Monastery, in order to present a dynamic version of the heritage in its original context. For this reason, the work focused on the «*in situ*» restoration and highest possible contextualisation of the heritage itself.





The visit continues with the narration of the history of the **Avellanite and Camaldolese Monastic Orders**, heirs of a tradition, which since the 10th century has established a creative relationship with the agricultural and forest territory. The section called **"Scriptorium, Codes and Parchments at Fonte Avellana"** is a testimony of the important role of the amanuensis monks in the preservation of the cultural heritage.

The first room introduces visitors to the **Fonte Avellana Monastery** and to its architectural, cultural and natural heritage quoted by Dante Alighieri in his Divine Comedy. A special section is dedicated to the **ethical dimension of the Apennines**, an endless source of considerations to organise a thoughtful and laborious community for the care and safeguarding the cultural heritage.



The visitor's journey in the Centre comes to the end with the acquaintance with the **Camaldolese Forest Codex**, a collection of over 850 years of know-how and customs on the sustainable agricultural and forestry management by the Camaldolese and Avellanite Monks. The Codex passed down over the centuries, is a testimony of the ethical dimension of the **Man-Environment relationship** in a full harmony of identification of monks with trees.



D2.3.5 Calendar (+ cookbook) PP4/IST

1

1



European Regional Development Fund



EUROPEAN UNION



KUĆA KAŠTELA

CASA DEI CASTELLI

HOUSE OF CASTLES

ISTARSKA
ŽUPANIJA



REGIONE
ISTRIANA

TAKE IT SLOW „Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” strateški je projekt Programa prekogranične suradnje INTERREG VA Italija – Hrvatska 2014. – 2020. osmišljen s ciljem upravljanja i promocije jadranske regije kao inovativne, zelene, održive, kreativne, dostupne prekogranične turističke destinacije usmjerene osnaživanju i promociji koncepta sporog i pametnog turizma.

Istarska je županija u okviru projekta otvorila u Momjanu Posjetiteljski centar Kuća kaštela kao suvremen arhitektonski marker objekta tradicionalne arhitekture koji svojim unutarnjim dizajnom reinterpretira kulu i palaču kaštela namijenjen inovativnoj i multimedijskoj interpretaciji kulturne rute svih istarskih kaštela. Kuću kaštela projektirali su Penezić i Rogina, arhitekti d.o.o.

TAKE IT SLOW „Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” è un progetto strategico del Programma di collaborazione transfrontaliera INTERREG VA Italia – Croazia 2014 – 2020 pensato allo scopo di gestire e promuovere la Regione Adriatica come destinazione turistica transfrontaliera accessibile, innovativa, verde, sostenibile e creativa, rivolta al potenziamento e alla promozione di un turismo lento e intelligente.

Nell'ambito del progetto la Regione Istriana ha aperto a Momiano il Centro visitatori Casa dei castelli, inteso quale moderno indicatore dell'architettura tradizionale che con il suo allestimento interno reinterpreta una torre e un palazzo del castello destinato all'interpretazione innovativa e multimediale dell'itinerario culturale di tutti i castelli dell'Istria. Casa dei castelli è stata progettata da Penezić e Rogina architetti S.r.l.

TAKE IT SLOW “Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” is a strategic project within the INTERREG VA Italy-Croatia Cross-Border Collaboration Programme from 2014 to 2020 designed to manage and promote the Adriatic region as an innovative, green, sustainable, creative, accessible trans-border destination aimed at empowerment and promotion of the concept of slow and smart tourism.

Within the project, the Region of Istria opened the House of Castles Visitor Centre in Momjan as a contemporary architectural marker of traditional architecture whose interior design reinterprets the tower and the palas of the castle, dedicated to an innovative multimedia interpretation of the cultural route of all Istrian castles. The House of Castles was designed by Penezić and Rogina architects Ltd.

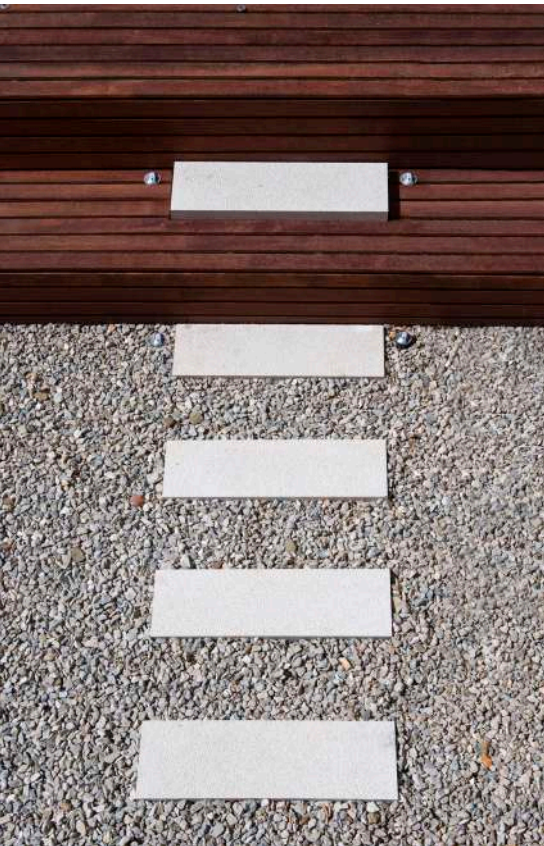


2023

01

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

SIJEČANI | GENNAIO | JANUARY



2023

02

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

VELJAČA | FEBBRAIO | FEBRUARY



2023

03

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

OŽUJAK | MARZO | MARCH



2023

04

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

TRAVANJ | APRILE | APRIL



2023

05

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

SVIBANJ | MAGGIO | MAY



2023

06

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

LIPANJ | GIUGNO | JUNE



2023

07

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

SRPANJ | LUGLIO | JULY



2023

08

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

KOLOVOZ | AGOSTO | AUGUST



2023

09

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

RUJAN | SETTEMBRE | SEPTEMBER



2023

10

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

LISTOPAD | OTTOBRE | OCTOBER



2023

11

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

STUDENI | NOVEMBRE | NOVEMBER



2023

12

pon lun mon	uto mar tue	sri mer wed	čet gio thu	pet ven fri	sub sab sat	ned dom sun
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

PROSINAC | DICEMBRE | DECEMBER



www.italy-croatia.eu/web/take-it-slow



TASTES OF VENICE IN ISTRIA

Influences and Fusions

Rich Traces of the Past in Istrian Gastronomy

Tell me what you eat, and I will tell you who you are. This celebrated aphorism by Jean Anthelme Brillat-Savarin, French lawyer and politician, epicurean and gastronomist, rings equally true when transferred from one's personal menu to the food culture of a particular region or nation. Each meal and each menu from breakfast to lunch and family dinner reflects geography and climate, history and cultural influences, as well as traditions, customs, and identities of the gastronomy of particular peoples and spaces.

The same is true for Istrian gastronomy, which, as explained by Franko Lukež, the leading connoisseur of Istrian gastronomy, "faithfully mirrors all historical, geographical and climate features of this territory. The tumultuous Istrian past has left a significant mark on gastronomy as well."

In fact, the abundance of nature and uniqueness of this region are built into the very core of popular Istrian cuisine. Its backbone is made of foodstuffs one can find in nature: wild plants, herbs, seasonal vegetables, seafood, fish... There is asparagus and wild chicory, crab, shellfish, olive oil, wine... And this humble cuisine of Istrian fishermen and farmers, highly valuable and healthy by contemporary nutritionist standards – let us use culinary terms – is sometimes accompanied and complemented by dishes and ingredients brought along by Slavic populations, or else, spiced with recognisable influences and traditions of Roman cuisine and seasoned by cooks of Frankish and German feudal rulers, and finally, topped with Austro-Hungarian gastronomy. Nevertheless, the decisive mark on Istrian food culture has most definitely been left by the gastronomy of Venice whose rule over this territory lasted for almost five centuries: officially from 1267 when Poreč first swore fealty to the Republic of Saint Mark to its downfall in 1797.

Unique Venetian Heritage Menu

Venetian gastronomy inherits the beauty and uniqueness of the city that was the most dominant Mediterranean power for a great part of its history. The uniqueness of Venice is reflected in its geographical location – for this is a city of magnificent architecture built on a lagoon facing the sea, with its green hinterland – as well as a rich past and culture bearing the seal of both sensuality and decadence of the Serenissima and the particularly strong cosmopolitanism. All of this is woven into Venetian cuisine distinguished by simultaneous nobility, creativity and diversity. Loredana Vareton thus pointed out at the First Study Conference of the Italian Culinary Academy that what made Venice specific at the zenith of the Serenissima was the fact that the cuisine of the rich came under the harmonising influence of the cuisine of the poor, "as the latter disposed of matchless abundance of inexhaustible natural sources that guaranteed life, freshness and genuineness: the sea and the gardens."

It is widely known that when Venetians prepared food, meaning lavish banquets for doges and nobles as well as everyday meals of Venetian merchants, artisans, fishermen and gondoliers, they used foodstuffs from virtually every corner of the world. Considering that the Republic of Saint Mark, a state with a powerful naval fleet, had developed trade relations with almost entire world, it was the route by which rare spices from the Far East reached Venice: pepper, cinnamon, coriander, cumin, nutmeg, clove... Groceries from northern Europe also arrived to Venetian tables by sea, like codfish from the Baltic countries. The richness of Venetian cuisine was also enhanced by olive oil and wine from Istria and shrimp from Kvarner. All that combined with the ever-fresh vegetables and fruits from the environs of Venice, seashells and crabs from the lagoon. Game dishes from the hinterland were also present on tables.

Purple artichokes from Sant'Erasmus island or *castraure*, the early tender artichoke shoots, *moeche and masanete*, soft-shell crabs, *sepa bianca de ciosa*, white cuttlefish from Chioggia, *schia della laguna di Venezia*, small prawns, are only some of the foodstuffs making up Venetian heritage gastronomy. It features authentic dishes with a rich aroma, colour and scent. There are *bigoli*, typical pasta resembling thick spaghetti; *baicoli*, typical Venetian cookies; *bussolai*, cookies from the island of Burano; *fave alla veneziana*, small almond and pine nut cookies; *fugassa veneta*, the Venetian focaccia; *galani e crostoli*, kroštule or sweet knot fritters; *mandorlato veneziano*, the Venetian nougat; *pagnotta del doge*, the Doge's bread; *zaletti*, typical yellow corn flour cookies, *baccalà mantecato*, creamed codfish; *sarde in saor*, sardines *in savor* or marinated sardines; *risi e bisi*, riži biži, or rice and peas; *bigoli in salsa*, *bigoli* pasta with sardines; *fegato alla veneziana*, Venetian liver with onions and white polenta...

Reading this Venetian heritage menu, we will find a multitude of dishes that have long been part of Istrian daily and family holiday meals. *Bigoli*, according to connoisseurs, are on the sea brunch menu of Novigrad's fishermen. In Pula, Poreč, Rovinj and Rabac, practically every family has its own recipe for sardines *in savor* or marinated sardines. *Risi e bisi* or rice and peas are a typical spring staple on the family tables throughout Istria, in addition to being a standard item on the nursery school menu. In the pig slaughter season called *kolinje*, *polenta alla veneziana* is a traditional dish in many villages in the interior of the Peninsula. No festivity in Istria is imaginable without *kroštule* or sweet knot fritters. Christmas Eve in Istria is unthinkable without codfish white pâté with *pasutice* or homemade pasta squares, its smell, taste and creaminess – an indispensable harbinger of Christmas.

Gastronomy researchers note that one of the ways of exchanging the manner of preparing fish and seafood dishes between Venice and Istria occurred through encounters of fishermen from Chioggia with Istrian fishermen in Piran, Izola, Novigrad and Rovinj. Whereas Venetian fishermen were versed in making *zuppe* (thick soups), risotto, especially black cuttlefish risotto, and *buzare*, fish stews, specialties of Istrian fishermen included baked crabs and the warty crab or limpet stew called *brodet* (It. *brodetto*).

Food Culture on Both Sides of the Adriatic

An insight into food on both sides of the Adriatic, including recipes, names of dishes and foodstuffs used, and the philosophy reveals that culinary fusions between Istria and Venice are still very much with us. They are also at the very core of the modern concept of gastronomy, i.e., the tourist offer that has been promoted for almost three decades by the Istrian Region and its Tourist Board advocating the Mediterranean lifestyle and the concept of Mediterranean diet. Alongside health benefits of this way of life, the result is the popularisation of traditional Istrian homemade dishes and gastronomy products like oil, honey, cheese, as well as the protection of their origin, as is the case with Istrian prosciutto or the latest to have been added to the list – Momjan Muscat.



Codfish – Has Its Story, as Well as Its Opera

Creamed codfish is one of the authentic dishes of Venetian cuisine. It is a recipe with a story, recently even with an opera.

Ties between codfish and Venice go back to over 600 years. The credit belongs to Pietro Querini, Venetian patrician and a fifteenth-century merchant shipwrecked in the North Sea, along the coast of the Lofoten Islands, on his trade route from Crete to Flanders. Stranded on the Norwegian island of Røest, he stayed there with the surviving sailors for a full hundred days. Fishing with local fishermen, he discovered codfish. On his way back home, Querini brought it to Venice in 1432, introducing codfish into Venetian kitchens and later to the tables of the neighbouring countries. Here it is, in our region, to this day.

Codfish appeared on the theatre stage as well: historical records about the merchant from Venice and Norwegian codfish were turned into the opera "Querini" in 2012 by Norwegian composer Henning Sommerro to Ragnar Olsen's libretto.

Risi e bisi – Arrives from the Doge's Table

Risi e bisi is one of Venetian most traditional dishes. This simple and yet lively dish was served to the Venetian Doge on 25 April, on the day of the Feast of Saint Mark, Venice's patron saint, as an expression of abundance wishes. In fact, rice symbolises fertility, and peas are typical locally grown spring vegetables.



ISTRIAN WINES

From Tradition to the World Wine Elite

Istrian wines have been an integral and essential part of Istrian gastronomy and Istrian way of life since times immemorial, and winemaking on the Peninsula has a millennial history.

The vine was first brought to Istria by the Phoenicians and the ancient Greeks, and the Istri successfully mastered the skill of cultivating Istrian vine. While historical records state that Teran from the Peninsula was appreciated by the ancient Romans, contemporary researchers also put forward the idea that Istrian Malvasia was made of a Malvasia varietal introduced to Istria during the Venetian era, and its peculiar biological characteristics also may have been created precisely in the ecological conditions of Istria. In the Middle Ages, Istrian Muscat was a delicacy enjoyed at the courts of Europe, from Emperor Franz Joseph in Vienna to Emanuel III in Rome. Today, the wines of Istria are part of the world wine elite, as evidenced by numerous awards.

White Malvasia is one of the most important Istrian varieties and an important part of its identity. Areas planted with Malvasia are found throughout Istria, and the wine produced from this variety is straw-yellow, with a pleasant aroma of acacia flowers and moderate freshness. Golden drops of Malvasia are perfectly paired with top fresh fish and seafood delicacies.

When in Istria, listen to advice from connoisseurs and make sure you also have a glass of Teran, best paired with local prosciutto and pasta in Istrian ox sauce. In fact, one of Istrian wine magic legends has it that Istrian Teran was the longevity elixir of Empress Livia, the wife of Roman Emperor Augustus, and also the wine that inebriated Casanova, the famous lover, during his Istrian adventures in the eighteenth century. Teran has been cultivated in Istrian vineyards since ancient times, and this variety produces an excellent red wine with an intriguing note of astringency. Experts claim that it is a passionate and unusual wine – with a vibrant, unrestrained bouquet of forest berries, its colours ranging from purple to ruby red.

Sugar on top is Momjan Muscat, a wine with a rich taste and pronounced varietal aromaticity bearing the European protected designation of origin since 2021. The very name Momjan Muscat combines the name of the variety (muscat made of white muscat variety) and the name of the geographical area (Momjan) situated in the north of Istria. As a matter of fact, Momjan has long been known as a typical cultivation area of this grape. These days, this variety is cultivated in a small area from Oskoruš to Merišće, and Muscat from Momjan, wine of their ancestors, is produced by five families of Momjan's winemakers – Brajko, Kozlović, Markežić, Prelac and Sinković.

Momjan Muscat, they say, is a real aphrodisiac. Check it out: a sip of this wine complementing its heritage of primordial tradition with sweet Istrian *kroštule*.

Bon appetit!



Venetian Style Creamy Codfish



INGREDIENTS

codfish	parsley
1 dl olive oil	salt
three cloves garlic	pepe

Clean the previously cooked codfish, soaked ahead of time for two days, removing and discarding all skin and bones. Put pieces of fish into a wide bowl and keep mashing, adding a decilitre of olive oil until you obtain a smooth cream. Stir in three finely sliced garlic cloves and finely chopped parsley, adding more oil, salt and pepper to taste. Serve cold with toasted bread. (Venice, 15th century)

Veljko Barbieri "134 male priče o hrani", Profil, Zagreb, 2003

Riži Biži (Rice and Peas)

INGREDIENTS (SERVES 4)	1 celery stalk
300 g Vialone Nano rice	40 g butter
1 kg fresh peas	olive oil
1 onion	grated Parmesan cheese
1 garlic	salt
1 carrot	pepper

Shell the peas, wash under running water and drain. Add the peas to the sauteed garlic and onion and keep cooking. Meanwhile, prepare vegetable stock with the carrot, celery and pods. When the peas are almost ready, add the rice and the stock and cook, frequently stirring with a wooden spoon. When the rice is cooked *al dente*, remove from heat and add the butter and the grated cheese and stir.

visitvenezia.eu



Kroštule With Wine

(Robert Perić's recipe, Pula)

INGREDIENTS

half a kilo flour

2 eggs

1 decilitre white wine

150 grams butter

vanilla sugar

lemon zest to taste

frying oil

Combine all of the ingredients and knead the dough until it is smooth. Leave to rest for half an hour; roll out dough as thin as possible, cut the dough into strips and shape them into bows. Deep fry until golden brown, sprinkle with caster sugar.

Vesna Medvedec Buršić: "Tradicionalna istarska jela – sezonska i blagdanska",
Reprezent d.o.o., Račice, 2010



RECIPES



Sardines in Savor

INGREDIENTS

800 g sardines

2,5 dl olive oil

80 g flour

250 g onion

20 g garlic

2 dl vinegar

1,5 dl white wine

salt

peppercorns

4 bay leaves

1 sprig rosemary

Clean the sardines, wash them and pat them dry, roll them in flour. Fry them in hot olive oil and place them in a larger bowl. Using the remaining frying oil, sauté the onions sliced into strips, add minced garlic, crushed peppercorns, salt, bay leaf and a sprig of rosemary. Combine, cover with vinegar and wine and let cook for a while. Pour over the sardines so that they are entirely covered in liquid. If needed, add more oil and vinegar. *Sardele na savor* (Sardines in savor) taste better after sitting in the marinade/*savor* for a while.

Istarska kuhinja, gastronomsko-turistički vodič (Istrian Cuisine, Gastronomy and Tourist Guide), ed. Franko Lukež, Branko Lovrić, Istarska naklada 1982

Istrian Brudet

INGREDIENTS

500 g red scorpionfish	50 g garlic
250 g angler	300 g fresh tomatoes
250 g conger eel	40 g flour
150 g squid or cuttlefish	1,5 dl white wine
5 crabs	20 g parsley
0,8 dl oil	2 bay leaves
250 g onion	2 g peppercorns
	15 g salt

Clean the fish. If the fish is large, cut it into pieces, roll in flour and deep fry until golden brown. Add the squid, the crabs, minced onions, sliced garlic and parsley, chopped tomatoes, bay leaves, peppercorns and salt. Add the water so that it covers the fish and simmer over moderate heat. Halfway through cooking, add the wine and continue cooking for around 30 minutes, giving the saucepan an occasional shake. Serve with polenta.

Istarska kuhinja (Istrian Cuisine), Franko Lukež and Branko Lovrić, Petko, Pula, 1994



Traditional Novigrad Christmas Fritule

(recipe by Mirjana Benjak and Đanino Božić from Novigrad)

INGREDIENTS

3 kg apples	200 g raisins	200 g walnuts
250 g sugar	100 g pine nuts	a small glass of grappa
300 g white flour	100 g dried figs	lemon and orange zest
200 g cooking chocolate	200 g almonds	olive oil
	200 g hazelnuts	caster sugar

Chop the almonds, the walnuts, the hazelnuts and the pine nuts with a knife. Peel the apples and cut them in small pieces. Crush the chocolate and slice the figs. Cook the apples in a saucepan until the liquid evaporates to obtain a mushy mixture. Stirring, add the nuts, the dried fruits and the flour to the mixture until it is well blended. At the end of cooking, add sugar, chocolate, grappa and lemon and orange zest. Pour the mixture on a tray and allow it to cool. Shape little balls with your fingers, gently pressing and frying them in olive oil on both sides (around 2 minutes). Once fried, sprinkle the *fritule* with caster sugar.

www.muzej-lapidarium.hr/2238-2





Bigoli in Salsa

INGREDIENTS

for the fresh pasta bigoli: 400 g flour 00, 4 medium-sized eggs, a pinch of salt

for the salsa: 8 anchovy fillets in oil, 45 g extra virgin olive oil,
300 g onion, salt to taste

Preparation of sauce:

In a large pan, cook the finely chopped onion until it becomes translucent, if necessary, adding a bit of hot water. Wash the anchovies under running water, make fillets removing the central and side bones and chop them into pieces. Add them into the pan on the sauteed onion and allow them to dissolve slowly and completely, adding pasta water until the sauce becomes well blended. Add pepper to taste.

Preparation of fresh pasta bigoli:

Combine all the ingredients and knead the dough on the board for at least 10 minutes until it becomes soft and well blended. Shape into a ball and let it rest at room temperature for around 30 minutes. Once the dough has rested, divide it into smaller pieces and make bigoli using the machine. Lay the pasta flat on the board dusted with flour without touching and cook in lots of salted water. Put the drained bigoli into the pan with the previously prepared hot salsa. Combine making sure the pasta soaks up all sauce. Serve hot.

ricette.giallozafferano.it/Bigoli-in-salsa.html

Seppie alla veneziana

Venetian Cuttlefish

INGREDIENTS

1 kg fresh medium-sized cuttlefish	30 g onion	
	dry white wine	garlic
800 g yellow polenta	vegetable stock	parsley
150 g tomato puree	extra virgin olive oil	coarse salt

Clean the cuttlefish: pull off the tentacles and the head loose from the sack. Remove the beak from inside the arms and the innards, cut the ink sac and set aside. Wide open the body, remove the cuttlebone and the interior skin. Wash the cuttlefish under running water and cut into strips. Wash and chop the tentacles.

Put minced onion into the saucepan with 30 g oil, a garlic clove with skin, 10 g coarse salt, a minced parsley twig. Sauté for around 3 minutes. Add the cuttlefish and sauté for 3 minutes, add 1/2 glass of wine and cook for 2 more minutes. Finally, add the tomato puree, the cuttlefish ink sac and a tablespoon of vegetable broth. Cover and simmer for one hour and a half. Serve the cuttlefish with polenta and its thick sauce.

www.lacucinaitaliana.it/ricetta/secondi/seppie-alla-veneziana



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Bucolaj

(Marisa Šimunović, Vodnjan)

INGREDIENTS

1 kg flour	lemon zest
20 dag sugar	6 eggs
15 dag oil	a splash of rum
6 dag yeast	a pinch of salt

Mix sugar and egg yolks, beat egg whites separately, set aside in a warm place, add the flour and knead the dough. Using pieces of dough, make circles with a ten-centimetre diameter, bake in the oven until golden brown.

Remove from the oven and sprinkle with sugar.

Vesna Medvedec Buršić: "Tradicionalna istarska jela – sezonska i blagdanska", Reprezent d.o.o., Račice, 2010



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