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## MADE IN-LAND Project e-newsletter no. 5

### MADE IN-LAND PILOT PROJECTS IN CROATIA HR AND IN ITALY IT

Hey there!

Last time we got in touch with you it was all about the "The quest for the fifth element" Pilot Project in Zadar County of Croatia. But, this time we are bringing you more info about the ongoing and finished Pilot Projects over the entire geographical area of Made In-Land implementation.

From virtual museums to branded routes, today you will find a bit more about the initial results of the project in different areas.

**In this newsletter you will find the info about the following pilot projects:**

- [Terra di Passo \(Municipality of Riccia\)](#)
- [The House of Travelers \(Marche Region\)](#)
- [Sense Route of Istria Heritage \(AZZRI - Istria\)](#)
- [MustLeo \(Municipality of San Leo\)](#)
- [The quest for the fifth element \(ZADRA - Zadar County\)](#)

### **The Virtual Eco Museum "Terra di Passo" (Municipality of Riccia)**

- Web app/platform in Italian and English has been developed
- Access to the platform is possible from smartphones, tablets and using the hardware equipment inside the "Tower" in Riccia
- Content is mainly related to the territory of Riccia



- Different maps can be chosen based on the user's preferences:
  - STATE AND FAMILY
  - RICCIA AND ITS HISTORY
  - KIDS
  - LAND AND WATER
  - TALES AND TRADITIONS
- Audiovisual stories are presented through four characters that perfectly represent the area through storytelling elements:
  - Costanza Di Chiaromonte
  - Bartolomeo De Capua
  - The Storyteller
  - The Hedgehog



## The One Stop Information Center "The House of Travelers" (Marche Region)

- Location is the ancient mill "Da Varano" (Municipality of Muccia)
- This centers aims to provide physical and virtual accessibility to the natural and cultural heritage of the internal areas of the upper Chienti Valley
- It allows convenient booking of visits to sights, tours and activities churches and museums, excursions, booking restaurants tables etc - in a fast and intuitive way through IT tools
- Native app is available as well, making it possible to geo-locate the destination and search & book directly all the tourist attractions in the area
- Web-app is available with digital multimedia guide functions - primarily storytelling option that allows for the discovery of the history and places of the Mulino da Varano and the historic center of Muccia
- Streaming direction software is also present, which makes it possible to visit many of the places and assets that are not yet accessible due to the damage caused by the 2016 earthquake, or due to disability or unavailability of means



- This model is aimed to become applicable in different local communities in the Chienti Valley, which can then enrich the attractiveness of the area and welcome tourists in all stages of their accommodation
- Environmental, social and economic sustainability are set as the main goals



## Sense Route of Istria Heritage (AZZRI - Istria)

- Tourist itinerary that includes public and private stakeholders
- Cities of Buzet, Pazin and Vodnjan, and municipalities of Žminj and Svetvinčenat
- Application was created through which visitors can scan QR codes at 33 different points (cultural properties, gastronomic objects, attractions etc.) to obtain data about it and the nearby locations
- Visitors can also rate those points of interest which gives AZZRI the information about their interests and other significant statistics



### **The Virtual Museum "MusLeo"** **(Municipality of San Leo)**

- The museum tells the territory through historical characters related to San Leo
- Through an immersive, engaging and exciting experience, divided into several rooms, the visitor becomes aware of the identity of the land he is crossing and will be able to continue his journey with a renewed soul to discover the beauty and typicality that surround Musleo



- Musleo is a magical place from which to discover the exceptional historical and naturalistic heritage that surrounds it
- Travelers who decide to stop here will have the privilege of meeting three illustrious witnesses, also pilgrims to San Leo: San Francesco, Dante and Cagliostro
- Visitors will learn more about the unique place set on the border between Romagna and Marche, biogeographically diverse, with its harsh territory but also architectural jewels

### **"The Quest for the Fifth Element"** **Territorial Brand** **(ZADRA - Zadar County)**

- Thematic brand concept has been developed - a unique trip to the inland of Zadar County that motivates for further exploration
- Specifics of Zadar County are emphasized through gastronomy, cultural heritage, nature, traditional products and tourist routes
- Visitors choose one element - fire, water, earth, air, or choose all of these elements



- Based on their choice, themed trip is created and fifth element is discovered - the richness of Zadar County hinterland
- In the center of the brand, there is a web app that allows for a custom itinerary and sends personalized notifications based on customer's preferences



**WE UNLOCKED HISTORY.**  
The quest for the 5th element begins.

Best regards,  
Made In Land project

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