

Report describing the pilot action in Cividale del Friuli

D4.4.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
Activity number:	4.4 Pilot action in Cividale del Friuli
Partner in charge:	City of Cividale del Friuli
Partners involved:	All
Status:	Final, Version 1.0
Distribution	Public
Date:	31 May 2022

RECOLOR – PILOT ACTION PRESENTATION

MUNICIPALITY OF CIVIDALE DEL FRIULI, PP3

IMMERSIVE ROOM AND VIRTUAL BALCONY

A look at the past: rediscovering the invisible heritage through digital technologies

Activity No:	Start – end date:	Budget
4.4.	01/07/2020 - 31/05/2022	€ 178.451,03€

PROMOTED HERITAGE

Cultural Heritage		Type ¹	List ²
1.	Monastery of Santa Maria in Valle and Longobard Temple	Tangible	UNESCO WHS
2.	Paolo Diacono Square		UNESCO WHS
3.	Celtic Hypogeum		UNESCO WHS
4.			
Natural Heritage		Type	List
1.	Linkages with the surrounding natural environment, Natisone river crossing the city of Cividale del Friuli, Natisone Valleys, with integrated tourist offers based on Culture+Nature+Food	Tangible	NO
2.			

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS

(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)

Organization / company / body	No of persons involved	Role / engagement in pilot action

¹ Tangible, intangible or both

² State if heritage is inscribed on the national or transnational protection list

1.	Municipality of Cividale del Friuli (public authority)	15	11 political figures involved (in decision-making and/or consultation) + 4 officers involved in project implementation
2.	National Archaeological Museum of Cividale del Friuli	1	the Director was informed on the pilot action, involved in Focus groups and interviewed in WP5 to get recommendations to be considered also for the pilot action)
3.	Christian Museum of the Dome (MUCRIS)	1	the Director was informed on the pilot action, involved in Focus groups and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot action)
4.	Fondazione Claricini Dornpacher (cultural preservation body)	1	the President was informed on the pilot action and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot action)
5.	Museo della Grande Guerra	1	the Director was informed on the pilot action and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
6.	Tourist guide and manager of the Informacittà Desk (tourist service provider)	1	involved in Focus groups and capacity building actions, and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
7.	Arteventi soc. coop. (service provider)	1	involved in Focus groups and capacity building actions, and

			interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
8.	Promoturismo FVG (Tourism promotion agency of Friuli Venezia Giulia Region)	1	invited to first focus group, the Director was informed on the pilot action and interviewed in WP5 to get recommendations to be considered also for the pilot actions)
9.	Mittelfest (international cultural festival)	1	the President was informed on the pilot action and interviewed in WP5 to get recommendations to be considered also for the pilot action)
10.	Confcommercio (local branch of the association representing commercial companies)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)
11	M.A.D.A. Lab (company)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)
12	Convitto Nazionale Paolo Diacono (local education institution)	2	The Rector and a teacher were informed on the pilot action and classes were involved in labs with the archaeologist coordinating the works, supporting the creation of the storytelling and participating to the short film “Hic sunt isti longibarbi”
13	Civiform (local education and professional training institution)	1	the responsible for innovation was informed on the pilot action and interviewed in WP5 to get recommendations to be

			considered for the pilot action
14	Cividaje	2	2 representatives from the local young association Cividaje, that supports the dissemination of the cultural assets of Cividale, were informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action

IMPROVEMENT OF CROSS-SECTORAL COOPERATION

(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)

Describe joint cross – sectoral activities organized during the Pilot project design process. How many workshops or meetings were organized with participation of stakeholders from different sectors?

Cross-sectoral collaboration has been promoted by exploiting synergies and complementarities among the activities of WP4 and the capacity-building and strategic planning actions of WP5. In particular, the organization of Focus groups in 2019, Capacity-building actions in 2020 and 2021 and Interviews of local stakeholders for a culture-based local development of Cividale in 2021, have enabled PP3 to raise awareness on RECOLOR project aims, the local pilot actions and the sustainability of the project actions beyond the initiative’s lifetime. The local education institution Convitto Nazionale Paolo Diacono has been directly involved in the creation of the storytelling and realization of the short film “Hic sunt isti longibarbi”, with the aim of creating an accessible and innovative multimedia content that is now included in the offer of the immersive room. Policy-makers and political stakeholders have been constantly informed on the pilot action development. The sought engagement of other local stakeholders in a cross-sectoral perspective has led to the involvement of key players in the targeted interviews performed in 2021, during the implementation of the pilot action, in order to get impressions and recommendations to be included and assessed, but also to design guidelines and project ideas for the capitalization of RECOLOR project and its transnational strategy. Cultural body managers, an international festival, tourist agency, service providers, education and training organizations, associations and companies have been actively involved.

TARGET GROUPS REACHED (Through design process and implementation)

1. General public

Tourists visiting the partner areas. "Cultivated" groups of citizens, "culture vultures", i.e. people with special interests on cultural issues, and able to mobilize other persons sharing similar interests. Also include generic citizens			
Audience	Target value	Way of measure / evidence ³	
1.1. Local audience	10.966	This is the population of Cividale del Friuli based on 2021 data. The immersive room and the virtual balcony are open to the public and therefore reach the whole local community with and enriched and innovative cultural offer	
1.2. Visitors / tourists	Immersive room and virtual balcony have been open to the public in May 2022, so it is too soon to set a realistic value	PP3 will keep track of the visitors of immersive room (in collaboration with the Monastery of Santa Maria in Valle) and virtual balcony The immersive room is open everyday as the Monastery. The virtual balcony is currently open on Sundays, but since the registered demand is very high, in August and September it will be open to the public every day	
1.3. Other			
2. Local, regional and national public authorities			
<i>Local, regional and national decision-makers, public bodies, development agencies involved in environment, culture & tourism, as well as transport, housing</i>			
	Name of Body	Persons involved	Role / engagement in pilot action
1.	Municipality of Cividale del Friuli	15	11 political figures involved (in decision-making and/or consultation) + 4 officers involved in project implementation
2.			
3. Public service providers < min required – 2 >			

³ Best way of measure would be some kind of official counting method or sales, but approximation is also acceptable

<i>Local and regional service companies, such as operators of tourist offices in the partner areas, tourist guides working on the concerned territory and interested in innovative itineraries.</i>			
	Name of Body	Persons involved	Role / engagement
1.	Tourist guide and manager of the Informacittà Desk (tourist service provider)	1	involved in Focus groups and capacity building actions, and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
2.	Arteventi soc. coop. (service provider)	1	involved in Focus groups and capacity building actions, and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
3.			
4. Heritage management bodies			
5. Local museums, natural and heritage sites and monuments.			
	Name of Body	Persons involved	Role / engagement
1.	National Archaeological Museum of Cividale del Friuli	1	the Director was informed on the pilot action, involved in Focus groups and interviewed in WP5 to get recommendations to be considered also for the pilot action)
2.	Christian Museum of the Dome (MUCRIS)	1	the Director was informed on the pilot action, involved in Focus groups and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot action)
3.	Fondazione Claricini Dornpacher	1	the President was informed on

	(cultural preservation body)		the pilot action and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot action)
4.	Museo della Grande Guerra	1	the Director was informed on the pilot action and interviewed in WP5 to get inputs and recommendations to be considered also for the pilot actions)
5.			
6.			
<p>6. Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) <i>Managers and staff of local, regional or national development agencies, bodies and institutions for promotion of culture and tourism, as well as for the protection of the environment. Tour operators interested in new tourist concept. Cultural industries, Makers (i.e. digital artists and creative professionals), Companies dealing with local and regional tourism and hospitality (local entrepreneurs in tourist sector, hotel and restaurant owners, etc.).</i></p>			
	Name of Body	Persons involved	Role / engagement
1	Promoturismo FVG (Tourism promotion agency of Friuli Venezia Giulia Region)	1	invited to first focus group, the Director was informed on the pilot action and interviewed in WP5 to get recommendations to be considered also for the pilot actions)
2	Confcommercio (local branch of the association representing commercial companies)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)
3	M.A.D.A. Lab (company)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)

7. Associations, regional innovation agencies <i>Tourist & cultural associations and other organisations in the field of tourism and culture. Research centers involved in implementation of customized solutions adopting the common models and tools</i>			
	Name of Body	Persons involved	Role / engagement
1.	Mittelfest (international cultural festival)	1	the President was informed on the pilot action and interviewed in WP5 to get recommendations to be considered also for the pilot action)
2.	Cividaje	2	2 representatives from the local young association Cividaje, that supports the dissemination of the cultural assets of Cividale, were informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action
8. NGOs <i>Scholars, teachers and students of the humanities departments of the universities of the partner areas, as well members of Academy of Sciences or Humanities. Post graduate courses with a vocational interest. Directors, teachers and students of local and regional primary and secondary schools.</i>			
	Name of Body	Persons involved	Role / engagement
1.	Convitto Nazionale Paolo Diacono (local education institution)	2	The Rector and a teacher were informed on the pilot action and classes were involved in labs with the archaeologist coordinating the works, supporting the creation of the storytelling and participating to the short film “Hic sunt isti longibarbi”
2.	Civiform (local education and professional training institution)	1	the responsible for innovation was informed on the pilot action and interviewed in WP5

		to get recommendations to be considered for the pilot action
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MANAGEMENT SUSTAINABILITY

Organization(s) responsible for development of pilot project

The Municipality of Cividale del Friuli is responsible for the development of the pilot project

The immersive room is included in the visit path of the Monastery of Santa Maria in Valle, included in the local UNESCO WHS. The new spaces are accessible to the public with no additional costs. The Monastery and Longobard Temple are managed by the Municipality and represent the most visited cultural attractor of Cividale del Friuli

Organization(s) responsible for long term sustainable management of the project

Municipality of Cividale del Friuli

Strategic documents developed

Sustainability plan, Marketing plan, Management plan or similar

1. The immersive room and virtual balcony comprised in the local RECOLOR pilot action of PP3 have been included as project fiche in the updated UNESCO Management Plan

Strategic documents planned in future

Sustainability plan, Marketing plan, Management plan or similar

1.

2.

Future marketing and financial sustainability potential

Revenue model(s) and possible sources of funds

1. The immersive room is, as said, part of the visit path of the Monastery of Santa Maria in Valle, so it does not require investments for its financial sustainability, that is guaranteed (maintenance of infrastructure will be provided)

EXPERIENCE DESIGN

1. Pre – visit experience

1.1. Location / project / event website created

Yes

Further implementation of the existing website of the Monastery of Santa Maria in Valle, with the creation of a dedicated section to the immersive room and virtual balcony

1.2. Social media accounts created and managed

Yes

No new social media accounts, but promotion of the immersive room and virtual balcony through the social accounts of Cultura Cividale, managed by the Culture Unit of the Municipality	
1.3. Online media presentation (photo, video, 3D)	Yes
Trailer realized for the brief presentation of the results of the pilot action	
1.4. Promotional materials on tourist info points	Yes
A dedicated brochure will be available and disseminated to tourist info points	
1.5. Promo materials with other RECOLOR sites	Yes
RECOLOR project flyer	
1.6. Online purchase available	No
(brief description or comment)	
2. Arriving / getting around	
2.1. Access by foot	Yes
Both immersive room and virtual balcony are located in the city centre and are easily reached by visitors and tourists	
2.2. Access by car (parking)	Yes
The locations are very close to public parkings	
2.3. Access by bike	Yes
(brief description or comment)	
2.4. Access by bus (parking)	Yes
The locations are not far away from bus station and bus parking	
2.5. Access by public transport (stations nearby)	Yes
Bus station and train stations nearby	
2.6. Info point / access point / reception desk available	Yes
Immersive room: access point and reception desk of the Monastery of Santa Maria in Valle	
2.7. Access for people with disabilities	Yes
3. Getting around info	
3.1. Printed tourist map	No

3.2. GPS navigation app	No
3.3. Tourist signalization Appropriate signs (advertising sails) at the exterior of the buildings hosting the immersive room and the virtual balcony	Yes
4. Means of interpretation	
4.1. Interpretation panels Panels are present both at the virtual balcony and the immersive room entrance	Yes
4.2. Printed guides Brochure	Yes
4.3. Personal guides The staff of the Monastery of Santa Maria in Valle is trained to support visitors and tourists also in the visit of the immersive room	Yes
4.4. Handbook for guides developed	No
4.5. Multimedia guides onsite Totem for the selection of contents of the immersive room	Yes
4.6. Multimedia guide apps	No
4.7. Interpretation on ITA / HR / ENG language Italian and English language	Yes
4.8. Interpretation involving other RECOLOR sites Panels related also to the Celtic Hypogeum	Yes
5. Developed program(s) for:	
5.1. Individual guests Immersive room and virtual balcony are suitable for this target group	Yes
5.2. Groups Immersive room and virtual balcony are suitable for this target group	Yes
5.3. Children Immersive room and virtual balcony are suitable for this target group	Yes

5.4. Students	Yes
Immersive room and virtual balcony are suitable for this target group	
5.5. Elderly people	Yes
Immersive room and virtual balcony are suitable for this target group The virtual tour of the Celtic Hypogeum makes this heritage accessible to special needs	
5.6. Special interest groups ⁴	Yes
Immersive room and virtual balcony are suitable for this target group The virtual tour of the Celtic Hypogeum makes this heritage accessible to special needs	
5.7. Persons with disabilities	Yes
Immersive room and virtual balcony are suitable for this target group The virtual tour of the Celtic Hypogeum makes this heritage accessible to special needs	
5.8. Other target groups	Yes
To be developed	
6. Multisensored experience	
6.1. Something to see	Yes
Videos, 3D reconstructions, virtual tour	
6.2. Something to hear	Yes
Video “Hic sunt longibarbi” and music	
6.3. Something to touch	Yes
Totem to select contents of the immersive room	
6.4. Something to smell	No
6.5. Something to taste	No
6.6. Something to learn	Yes
Discovery of the transformation of the cultural heritage and urban landscape	
6.7. Something to do	Yes
Very engaging and immersive experience	
7. Additional services included on location or nearby	

⁴ People who travel for specific reasons (dedicated cultural tourists, active tourists, MICE etc)

7.1. Sanitary facilities	Yes
Available nearby	
7.2. Souvenir shop	Yes
Available nearby	
7.3. Shop / market	Yes
Available nearby	
7.4. Restaurants / caffe bars	Yes
Available nearby	
7.5. Transportation services	Yes
Available nearby	
7.6. Other services	Yes
Tourist offers combining culture + nature + food&wine	
8. Developed organized programs and tours by lenght	
8.1. Brief tour (up to 2 hours)	Yes
Available	
8.2. Half day tour	Yes
In progress	
8.3. Full day tour	Yes
In progress	
8.4. Weekend (2-3 days) program	Yes
In progress	
8.5. Weekly arrangement	No
8.6. Special events	Yes
To exploit synergies with Mittelfest Festival, Palio di San Donato, etc.	
8.7. Other arrangements	Yes
Possibility to exploit synergies with Natisone Valleys, Collio and Gorizia 2025	

DEFINITION OF PLACE

Definition of the location(s). In short words, describe the location in geographic sense. Is it one particular spot, one wider spot (village, city) or there are more locations involved. If so – how distant they are? How long is the whole route?

The immersive room and the virtual balcony are two locations in the city centre of Cividale del Friuli, easily reachable on foot, not far from one another.

The whole route, comprising the visit, lasts at least 1 hour (the experience of the virtual balcony last approximately 5 minutes, while the immersive room is included in the visit path of the Monastery of Santa Maria in Valle and Longobard Temple)

PROMOTIONAL ACTIVITIES / CAMPAIGNS

Project website

In the framework of RECOLOR promotional activities of WP2, a new section of the website of the Monastery of Santa Maria in Valle has been created, with dedicated content on the immersive room and the virtual balcony

Social media

The social media promotion is realized by the Culture Office of the Municipality of Cividale del Friuli @CulturaCividale

Multimedia

The contents of virtual balcony and immersive room are multimedia products
A trailer with a brief presentation of both locations has been also produced and presented to the public in the framework of the RECOLOR local event organized in Cividale on 06/06/2022

Apps

No apps realized or foreseen at the moment

Advertising / media promotion

In the framework of RECOLOR project, the local pilot action of PP3 has been promoted:

- with a long article (and presence on the cover of the November edition) of the specialized magazine “Medioevo”;
- promotion on Medioevo and Storica National Geographic;
- the local newspaper Messaggero Veneto, that is the most read of the territory
- Giornale dell’Arte

Outdoor advertising
Promotional sail outside the two pilot action locations, to catch the attention of visitors and tourists
Printed materials
Brochure in Italian and English language
PR and communication activities
Invitation of regional stakeholders, cultural and tourist operators, education institutions to the inauguration of immersive room and virtual balcony Information on the immersive room and virtual balcony to key players and multipliers
Events
RECOLOR local event and inauguration of immersive room and virtual balcony on 06/06/2022 (presentation of results at Adelaide Ristori municipal theatre, guided visit to virtual balcony and immersive room)
Promotion of RECOLOR project and other RECOLOR sites
Panels of immersive room / virtual balcony also promote RECOLOR project RECOLOR flyers promote the other RECOLOR sites

Marketing / revenue models
Describe revenue models – specific services and products with market potential
1. Increased tourist flows at Monastery of Santa Maria in Valle (for example the Longobard Temple is currently being restored, so it cannot be visited, and the immersive room provide tourists and visitors with a very appreciated alternative)
2. Potential to develop educational programmes with schools and summer schools
3. Possibility to organize educational and press tours and engage local influencers
4. Future possibility to create gadgets and dedicated materials