

NEWSLETTER NUMBER 5  
January 2022



**Interreg**  
**Italy - Croatia**  
**RECOLOR**

European Regional Development Fund



EUROPEAN UNION

# PROJECT NAME

## RECOLOR

Reviving and Enhancing artworks and Landscapes Of the Adriatic.

## PROJECT PARTNERS

Emilia-Romagna Region - General Directorate Economics of Knowledge,  
Labor and Enterprise - LEAD partner

Polytechnic of Šibenik

Municipality of Campobasso

Municipality of Cividale Del Friuli

Montefeltro Sviluppo Consortium

Alma Mater Studiorum – University of Bologna

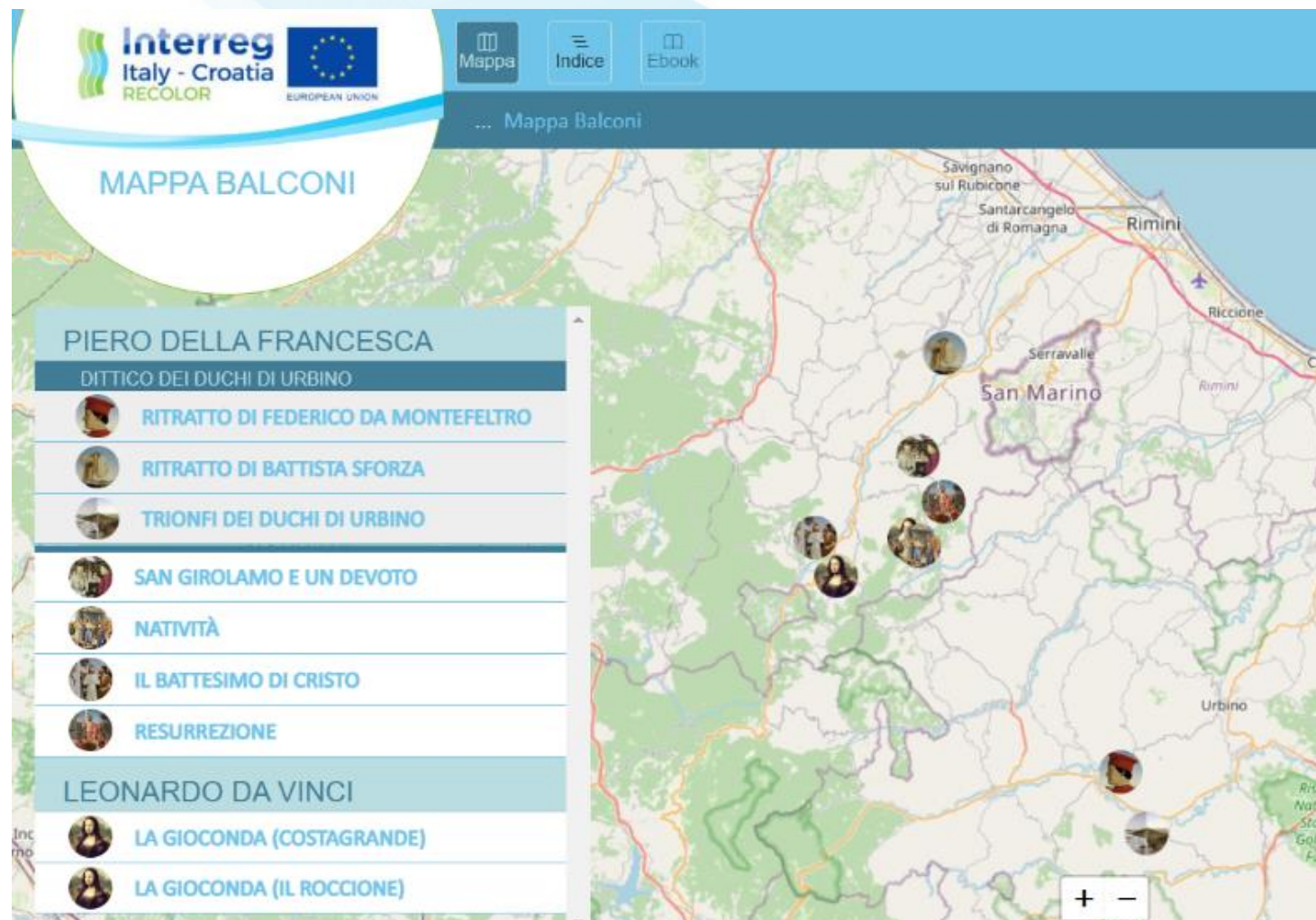
Municipality of Labin

City of Zadar

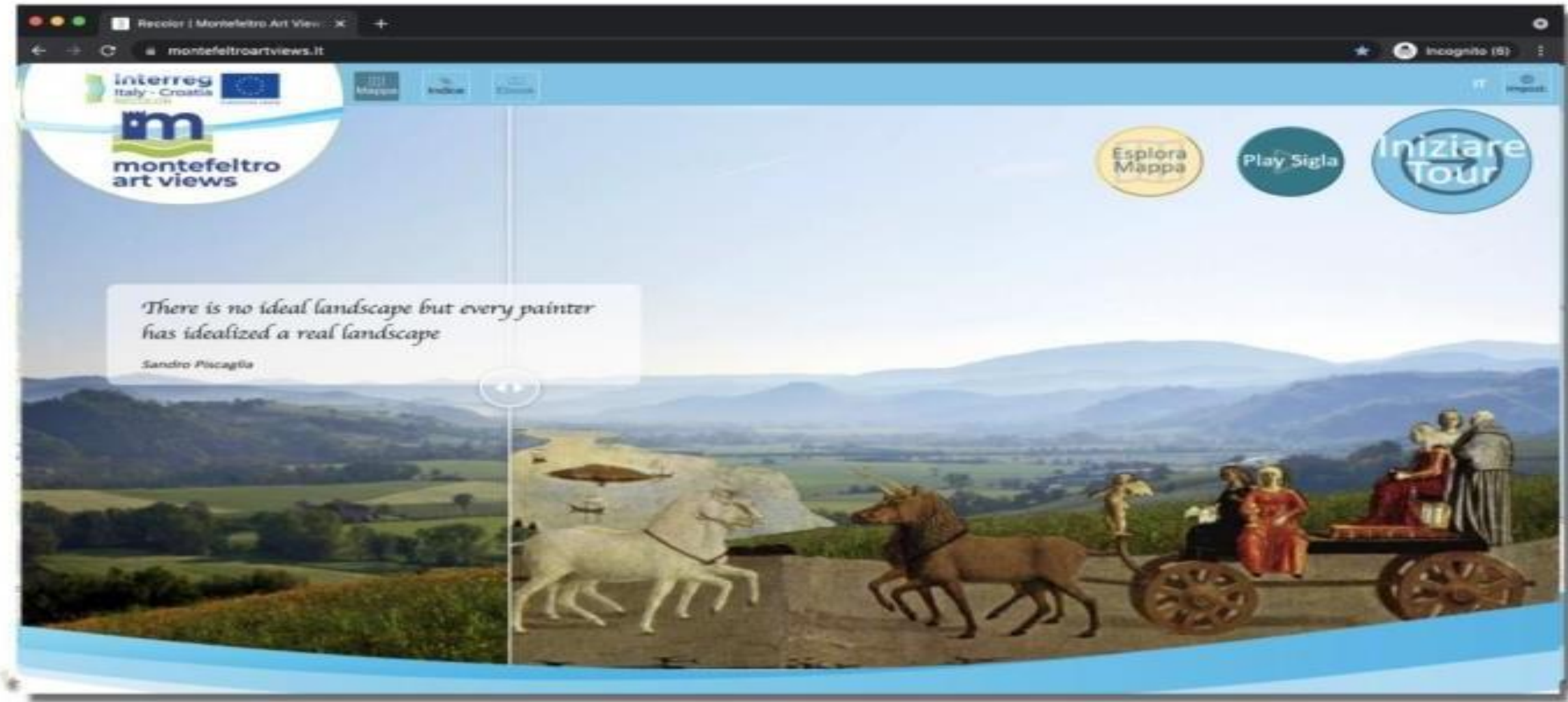
# EMILIA ROMAGNA AND MONTEFELTRO SVILUPPO

# 02

The commitment of the LP lead partner - Emilia-Romagna Region and the PP4 Partner - GAL Montefeltro Sviluppo to the project continues, which, also aided by the gradual slowdown of the Covid-19 emergency, has begun to take shape both with the physical realization of the balconies and with in-person promotion and information events.

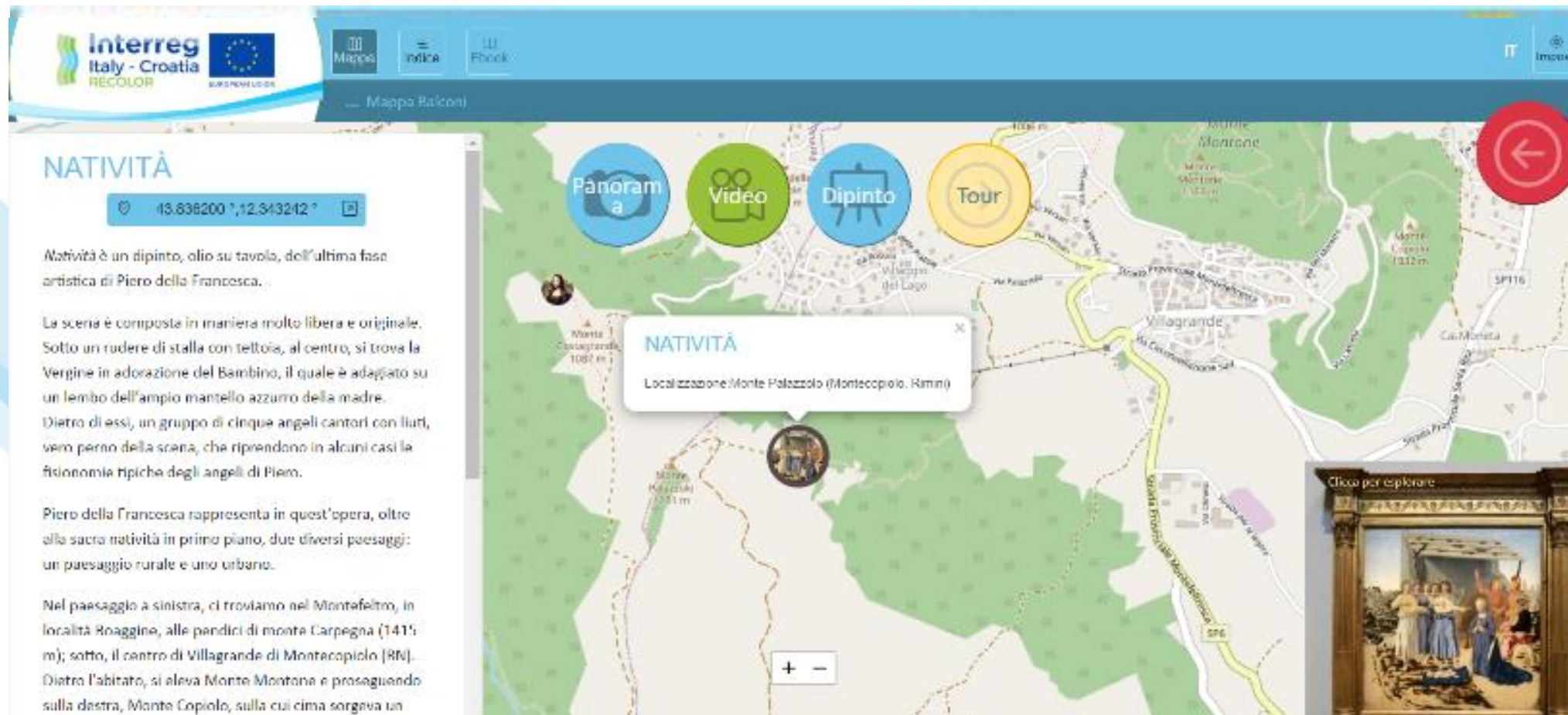


For widespread dissemination and hybrid enjoyment of the project's scientific and artistic content, the Emilia-Romagna Region has curated several communication tools, some of them immersive and interactive, dedicated to the "Montefeltro Art Views."



The Webapp, MontefeltroArtViews [www.montefeltroartviews.it](http://www.montefeltroartviews.it) (IT/ENG), is an interactive virtual space that allows one to literally immerse oneself in the landscapes of Montefeltro and the correspondences between the paintings and perspectives of the 9 Balconies of Piero Della Francesca and Leonardo Da Vinci with interactive current images of the panoramas, painting/landscape comparisons and vice versa with 3D technology, videos, tours, Ebook.

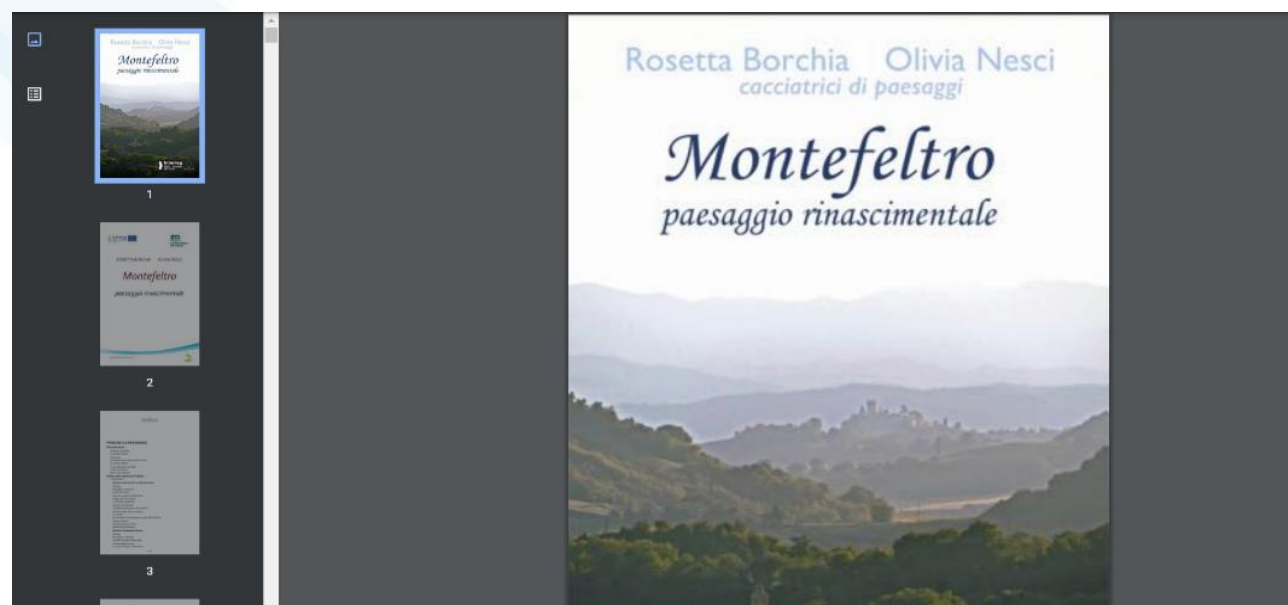
There are two main ways to access the content: a Guided Tour and free selection of the Balconies on the map usable on the main devices in production IOs and Android.



Some screenshots of the Web App, to explore all functions visit [www.montefeltroartviews.it](http://www.montefeltroartviews.it)



The eBook NESCI O. /BORCHIA R.; Montefeltro - Paesaggio Rinascimentale /Montefeltro Renaissance Landscapes (IT/EN) that can be browsed and downloaded in its entirety and free of charge from the Web App.



The eBook makes it possible to visualize and deepen through interactive links the complexity of the research that the landscape hunters, Olivia Nesci and Rosetta Borchia, follow through the history of the territory, works of art, geomorphological inspections and much more. The eBook was also printed (IT/EN) and some copies were distributed the promotion and dissemination events of the RECOLOR project and the "Montefeltro Art Views" pilot project.

At the same time, the Emilia-Romagna Region carried out a punctual work of promotion and dissemination in the area, developing printed communication materials made following the guidelines of the RECOLOR project and declining them according to the specific graphic identity of Montefeltro Art Views. The target area of the project extends between the two regions of Emilia-Romagna and Marche, following the historical boundaries of Montefeltro.



A mapping was done of places of historical, cultural and tourist interest (municipalities, local tourist promotion offices, museums, hotels, restaurants, libraries, etc.) to which a set of brochures, flyers, leaflets, postcards and counter displays in dual languages (IT/ENG) was delivered. The objectives of this action included raising awareness toward a transregional project of international interest and communicating the tourism and territorial enhancement opportunities intrinsic in this special natural and cultural path.

With the decreasing pandemic crisis, it was also possible to carry out scientific-cultural dissemination events for both Partners of the "Montefeltro Art Views" project, which were then covered in the local and national press.



**Web App and eBook presentation to the press and stakeholders of the Territory in San Leo (RN)** - On November 30, the state of the art of Montefeltro Art Views - where Art and Landscape intercross - was presented in San Leo (RN), in the Conference Room of the Medici Palace, to the Mayors of the area involved, the pilot project of the Emilia-Romagna Region and the GAL Montefeltro Sviluppo.



## Realization of the Montefeltro Art Views service on field

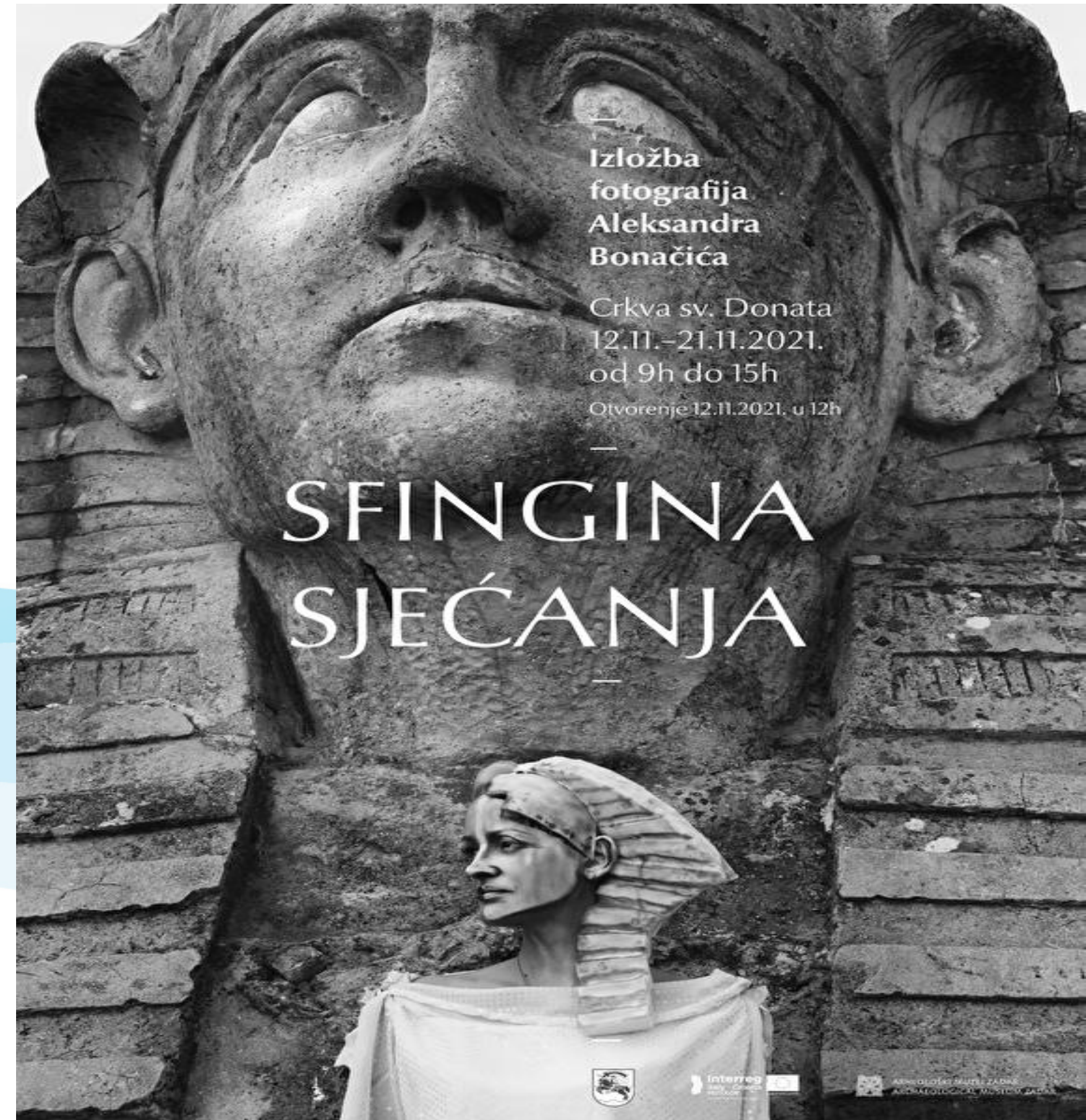
During the second half of 2021 GAL Montefeltro Sviluppo and its design team worked on the preparation for the realization of the Montefeltro Art Views. All due administrative activities were carried out both with public authorities and private owners. The ongoing Covid-19 pandemic heavily hit the process, especially with regards to the costs and availability of supplies. This compelled GAL to recalibrate some aspects of the project, and brought to the identification of one external partner that will be able to fulfill the missing parts of the original project. In September, the project was presented in the frame of the I.Ta.Cà national Festival. Meanwhile, GAL carried on the identification of suppliers for the realization of the Montefeltro Art Views, concluded by the turn of the year.

Updates and sharing then continued on RECOLOR social accounts (Facebook, Instagram and Twitter) and on the Facebook Page "Montefeltro Art Views"

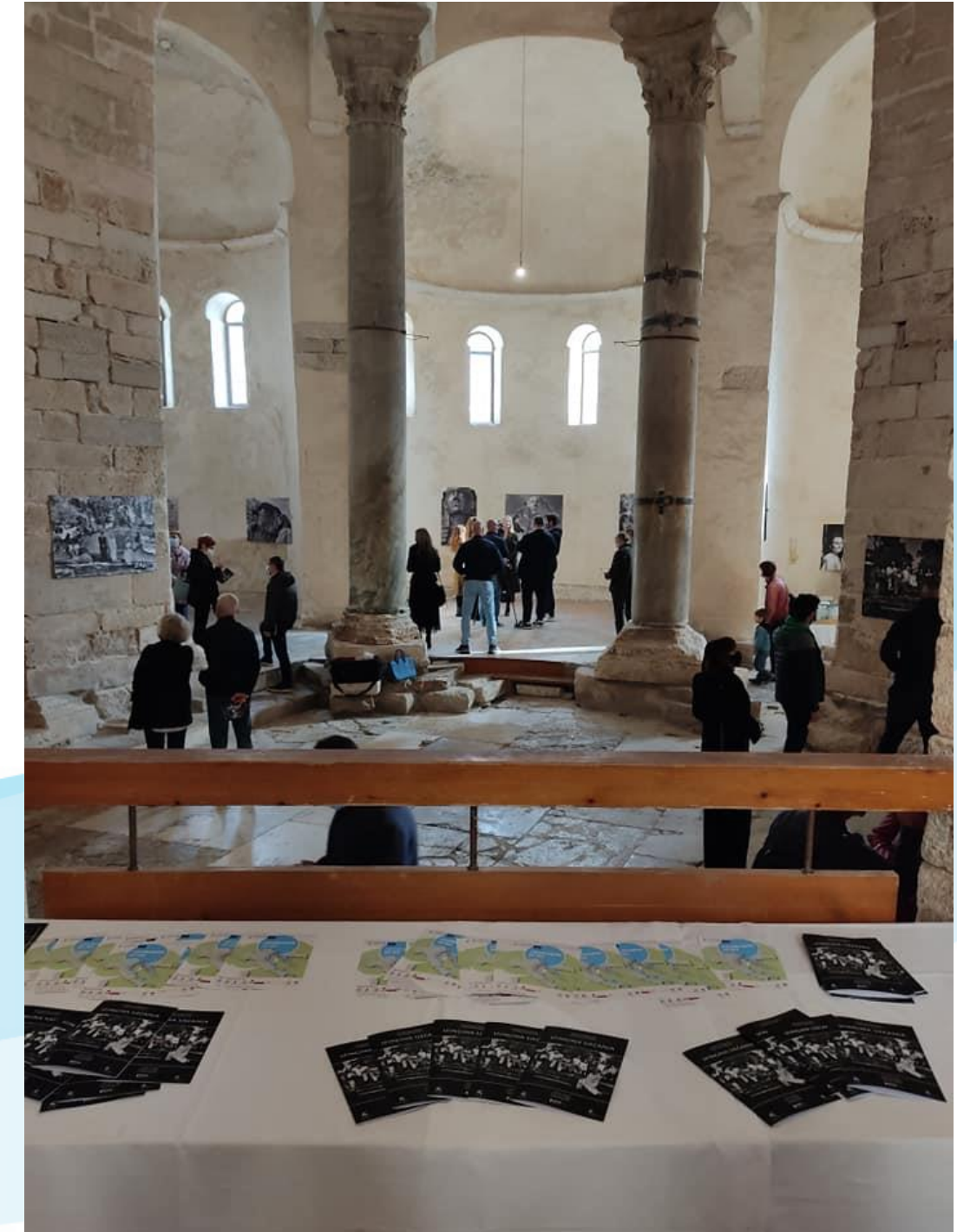
<https://www.facebook.com/MontefeltroArtViews>

# ZADAR

City of Zadar on the occasion of celebrating the Day of the City of Zadar and the holiday of St. Chrysogonus, and in cooperation with the Zadar Archaeological Museum, in November 2021 organized an exhibition that reinterprets the time when the Sphinx of Zadar was created and the legends associated with it through the photographic cycle of the renowned photographer Aleksandar Bonačić.



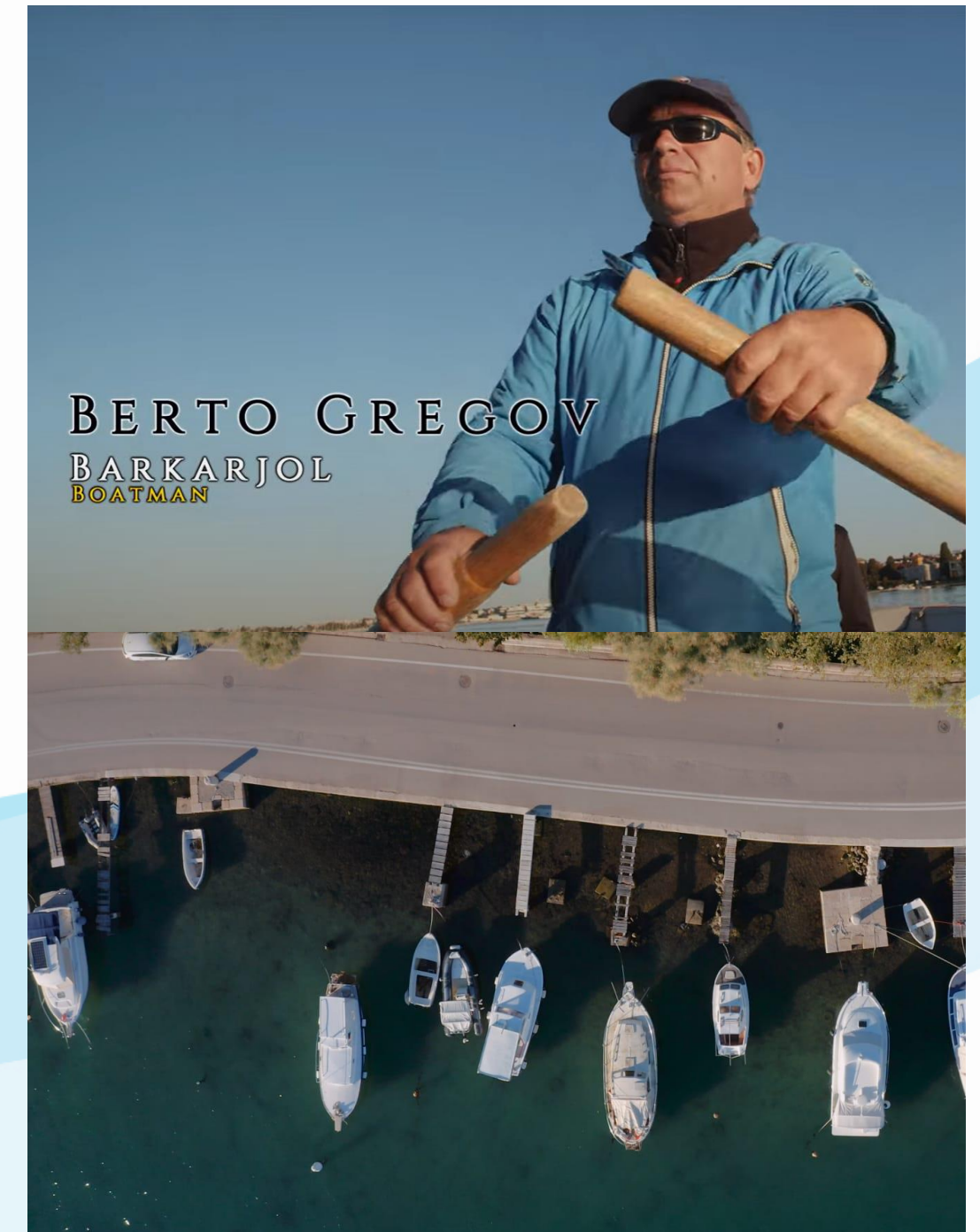
The interesting thing about this exhibition is that it was held on the almost 180th anniversary of Smirich's birth (1842 - 2022), and it was installed in the church of St. Donat, the place where he himself laid the foundations of museum activity in Zadar



As part of the Recolor project a video about Brodarica was made

In addition to the official The Sphinx of Zadar website, newly created tourist route and accompanying brochure and a number of other activities within the Recolor project, a promo-educational video was made and published showing the best that Brodarica, Zadar's neighborhood and a pilot location, has to offer!

Boatmen, villas, sea bollards and the sphinx - are Brodarica's main associations. But did you know that in the past the entry of ships into the city port needed to be paid with large stones, which makes Zadar's breakwater (cro. điga) look the way it does today? You can find out more about that, and many other interesting things, in the [video](#).





# CAST - UNIVERSITY OF BOLOGNA

14

On September 16<sup>th</sup> 2021, Cast and Gal Montefeltro Sviluppo organized the conference "Ricolorare il paesaggio, nuovi prodotti turistici per l'interpretazione del paesaggio" in Barco Ducale d'Urbania to disseminate the Recolor project results. The event was a stage of the ITHACA' festival on responsible tourism.

Since 2009, a network of non profit associations, scholars, local institutions and others undertakings organize the Festival of Responsible tourism, I.T.A.CÀ (Ithaca) as a sort of itinerary made of many different stages throughout Italy. Today the network includes more than 700 local, national and international entities. The name reminds to the history of Ulysses in the Odyssey. However it is also a dialect sound (in the province of Bologna) meaning: "are you at home?". The aim of the festival is to create innovative and winning relationships between locals and tourists by encouraging the understanding of the principles of responsible tourism among travelers, companies, institutions, and tour operators. It promotes a socially responsible tourism which recognizes the centrality of the local host community and its right to be a protagonist of tourism development. It works by fostering positive interaction between the tourism industry, local communities, and travelers.

In this context, Cast and GAL Montefeltro organized a Round table chaired by Patrizia Battilani (CAST) to present the Recolor project results with a focus on the Montefeltro Art Views, the recently-found landscapes that were originally depicted during Renaissance by Leonardo da Vinci and Piero della Francesca in the background of their famous masterpieces. The landscapes of arts were introduced by Olivia Nesci and Rosetta Borchia, while the architect of landscape Carlo Leonardi illustrated the new touristic service for the visit and interpretation of these landscapes. Moreover, Gal Valli Marecchia and Conca displayed their initiative about the realization of 18 landscape interpretation centers in the area. The conference ended with a debate between local administrations, tourism operators, and public about the future of these tourism products. The round table was followed by 12 people in Urbania and 419 online.

[Here you can resume the whole conference](#)





## Recolor at the TTG Travel Experience

On October 14<sup>th</sup> 2021, Patrizia Battilani (CAST, University of Bologna) presented the project Recolor at the TTG Travel Experience, the Italian tourism marketplace organized by Italian Exhibition Group in Rimini. The TTG is the main Italian event focusing on tourism and the 2021 edition touches on pre-pandemic attendance levels: 1,800 brands, confirmations and new entries from numerous foreign countries and Italian regions. Over 200 events in nine themed arenas for 650 hours of discussion and information specifically for industry professionals. The Recolor project was presented at the event "Fiducia, innovazione e creatività per una ripresa sostenibile del turismo post pandemico (Trust, Innovation, Creativity for the recovery of sustainable tourism after pandemic)", as good practice of cooperation between creative industries, tourism organizations, public bodies, and residents. The Round Table was organized by SISTUR, the Italian society of tourism studies and saw the participation of Carmen Bizzarri (Università Europea in Rome), Fabiola Sfodera (University of Rome La Sapienza), Riccardo Spinelli (University of Genoa), Lorenzo Succi (Unirimini company); About 24 people (tour operators, students, local administrators) attended the workshop.



## 43rd Mediterranean Sculpture Symposium powered by RECOLOR (summer, 2021)

- ✚ Mediterranean Sculpture Symposium (MSS) is an art event founded in 1969 at the suggestion and encouragement of Labin painters Josip Diminić and Quintin Bassani and sculptor Milena Lah from Zagreb
- ✚ The basic determinants of the Mediterranean Sculpture Symposium are contemporary praise of the beauty of Istrian stone, reaffirmation of stone in sculpture, confrontation of sculptors and materials, affirmation and cultivation of Istrian space, setting up a permanent exhibition of contemporary sculpture in the open, marking the paths of sculptural expression
- ✚ This year, the 43rd edition of the Mediterranean Sculpture Symposium was held with the participation of three authors (Zrinščak , Majkus and Čakić)
- ✚ Given that the Mediterranean Sculpture Symposium creates and operates in the area of the Park of sculptures Dubrova , we decided to present the RECOLOR project at this major art event we named it 43rd MSS powered by RECOLOR
- ✚ A big closing of 43rd MSS was organized, all in order to show how much the Sculpture Park truly is a landscape of art

- ✚ As part of the national campaign "Open Days of EU projects", the RECOLOR project was also presented in the way that an Artist Walk & Talk was organized
- ✚ An interpretive walk through the Dubrova Sculpture Park allowed participants to get to know the sculptures and artists
- ✚ And they had the opportunity to talk with three artists who exhibited at this year's 43rd MKS (Eros Čakić, Siniša Majkus, Mirko Zrinščak)





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