

NEWSLETTER NUMBER 4

June 2021



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

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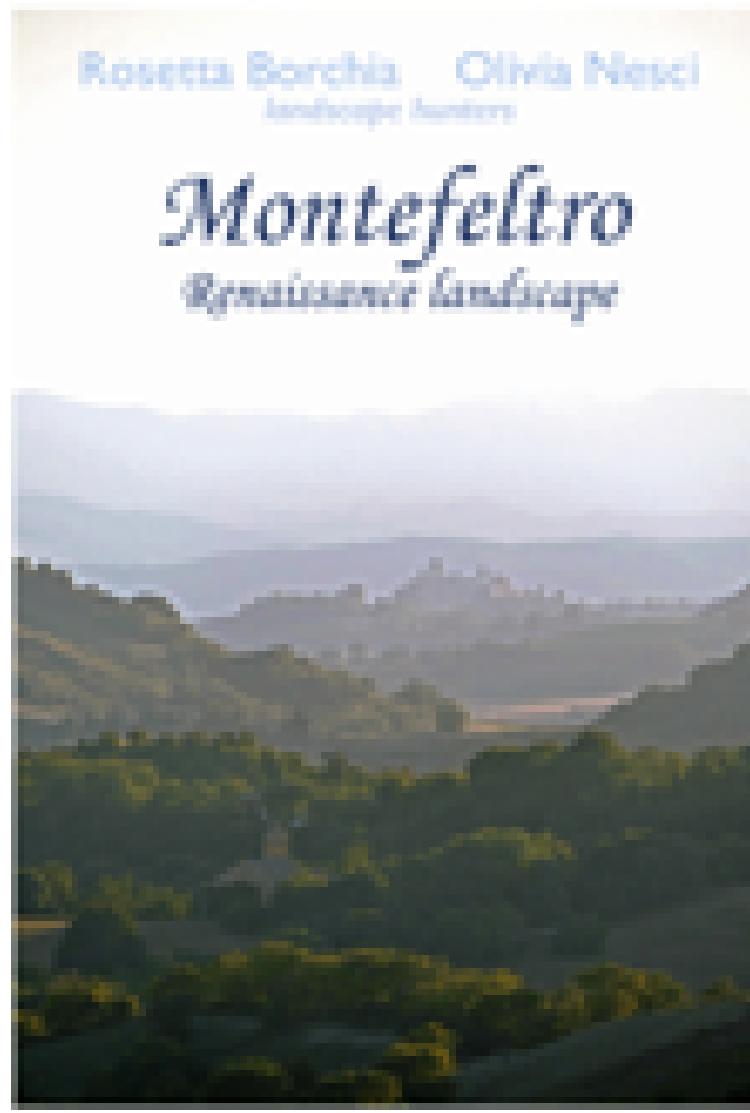
Although the Covid-19 pandemic slowed down many activities, the Emilia-Romagna region took advantage of this time to achieve many goals in the field of project communication.

Several promotional materials, including ecological gadgets, were completed in this period.

In recent months, further steps have been taken an identifying logo for the Pilot project related to the visual identity of the INTERREG Italy-Croatia programme has been created.

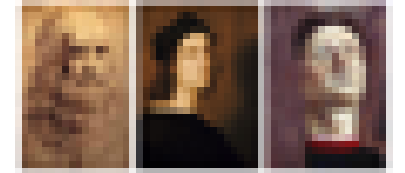


In order to complement the many promotional tools with a reference point that would deepen the great research carried out for the Pilot project, an e-book was drafted, available in Italian and English language and designed to be used on several different types of devices.



An outdoor museum

With the Montefeltro Renaissance Town Project we wanted to shed some light on the historical landscape that the present Montefeltro can see above all backgrounds for this world-class urban sustainability we no longer make them to the degree through about to restore and use it even as additional sites.



The possibility of bringing to light such a great heritage also came from the long research conducted in the context of the project. In the last decade of the Montefeltro, between the Studies, Strategies and Tourism, a new approach and unique research model was needed. It is necessary knowledge that this is not heritage in a common or traditional way, but an opportunity within the landscape that the geographical context of the Montefeltro requires large spaces able to hold more contents and not just the background which cannot be contained within the context of...

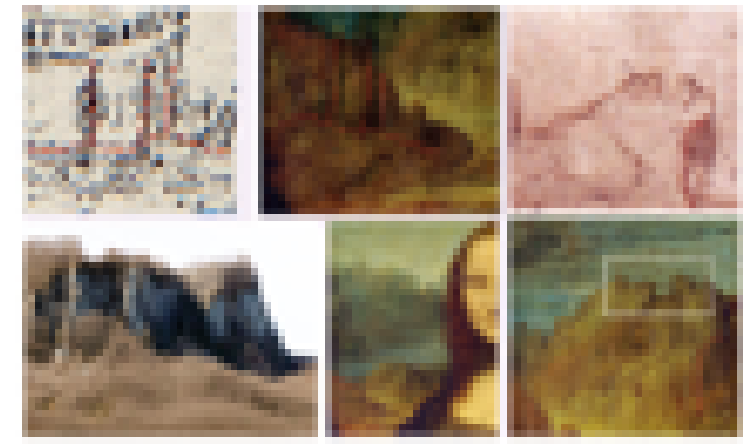
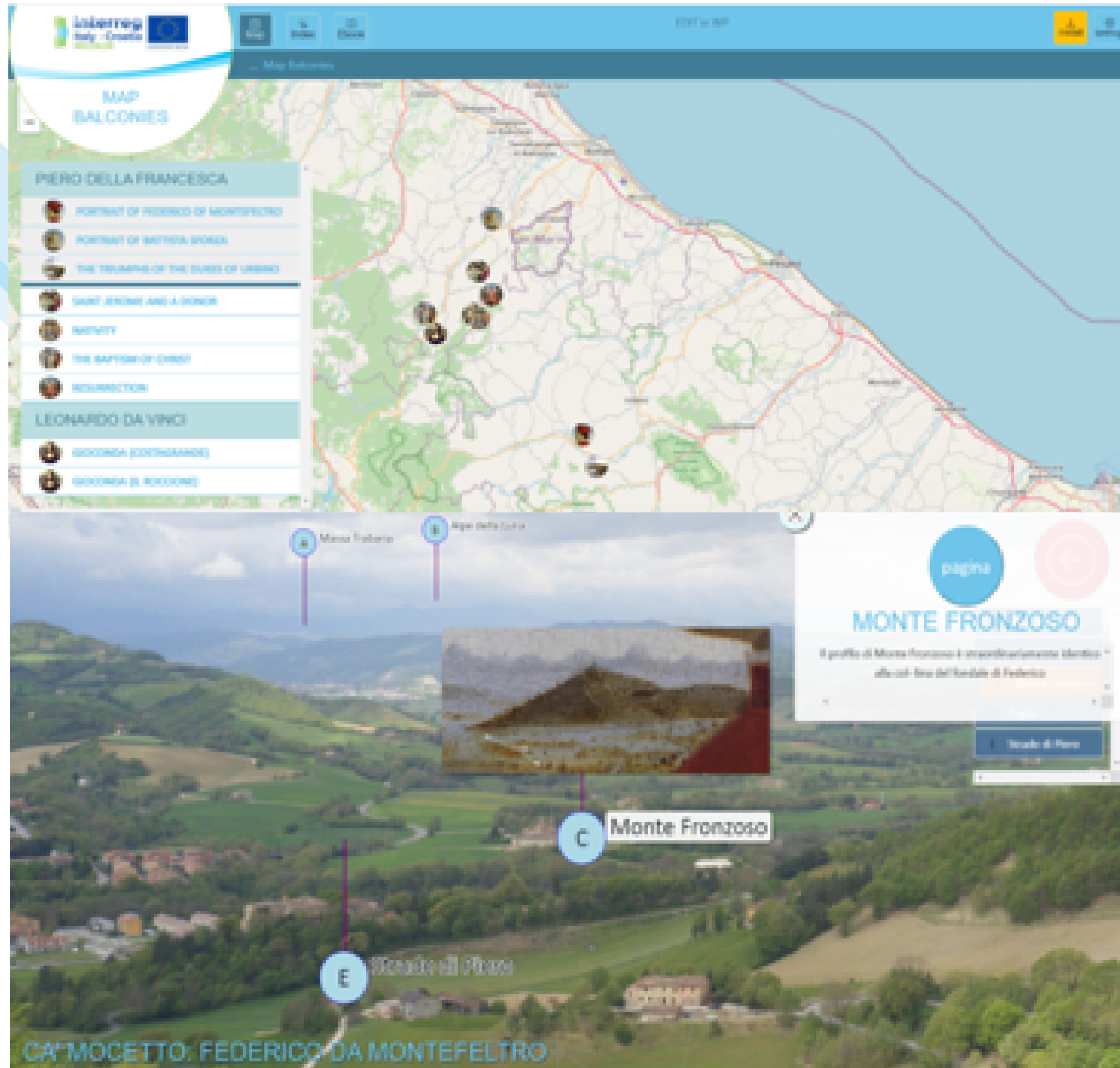


Fig. 4. Comparison with contemporary digital reconstructions of the Montefeltro (2015) and the 16th-century landscape painting by the Montefeltro. The landscape painting is the work of the 16th-century artist, which shows the landscape of Montefeltro in a more traditional way than the modern.



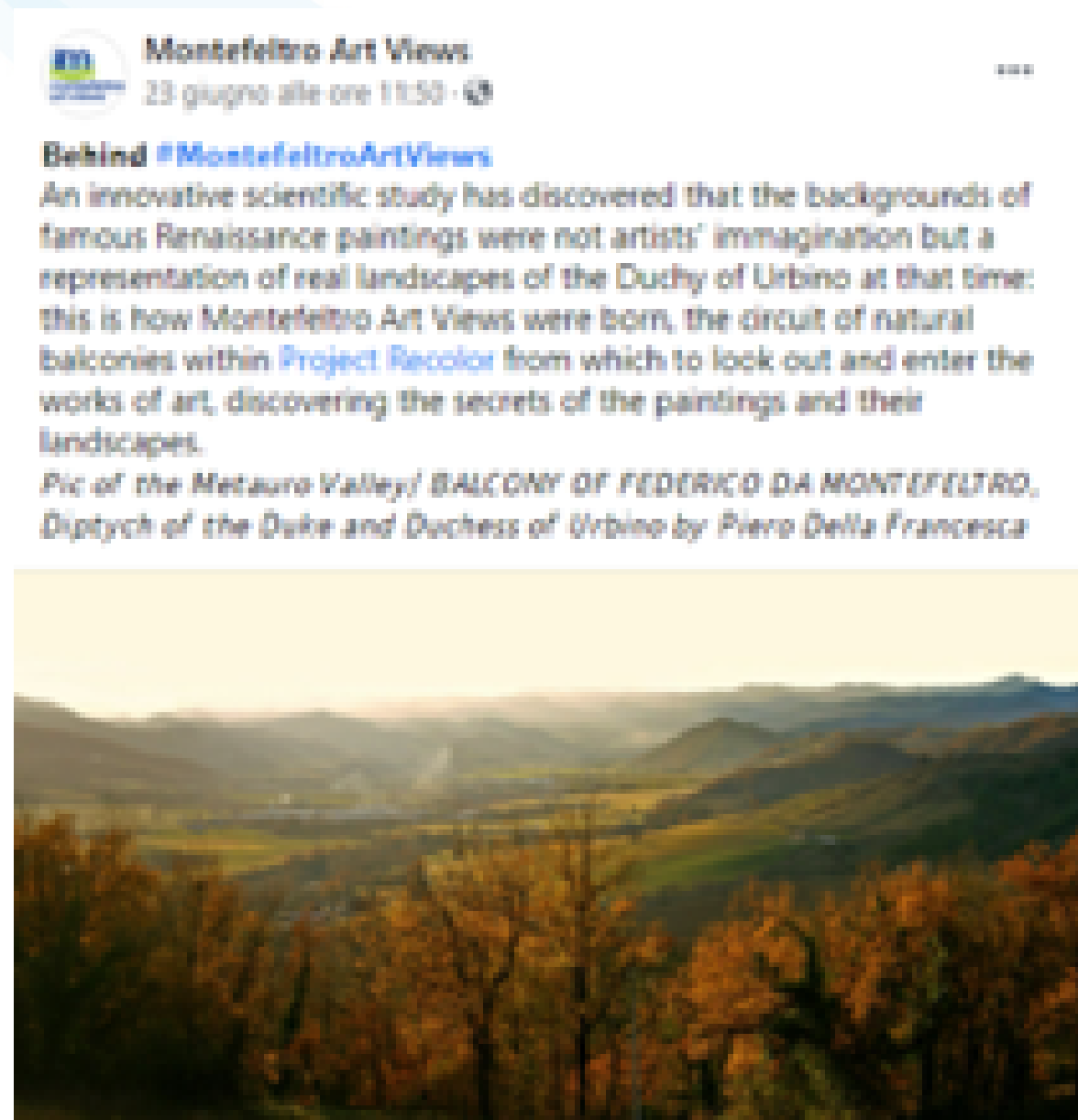
Fig. 5. In this panel, the digital reconstruction of the landscape behind the body of the Mona Lisa.

The e-book will soon be hosted on the dedicated web app, which adds interaction and multiple possibilities for in-depth study to the functionality of the ebook. The web app is currently being refined and will be released at the end of September. It will allow two ways of visiting: guided tours, following the balcony index and free selection of the 9 balcony on the map. For each balcony, an interactive panorama comparison with painting and vice versa, 3D view, tour and video will be available



Images are not yet final, but evocative of the many functionalities and interactions that the web app will provide to its users.

Among the Web & Press Marketing activities dedicated to the Pilot project, a Facebook page has been set up where updates and insights on the balconies and the featured artworks are and will be published. We invite you to like and discover everything about Montefeltro Art Views!



On the other hand, GAL Montefeltro Sviluppo (PP4) is working on the physical interface of the Montefeltro Art Views. A technical team of experts designed the new touristic product that will allow visitors to discover, in place, the real landscapes depicted by Piero della Francesca and Leonardo da Vinci as backgrounds of their Renaissance masterworks.

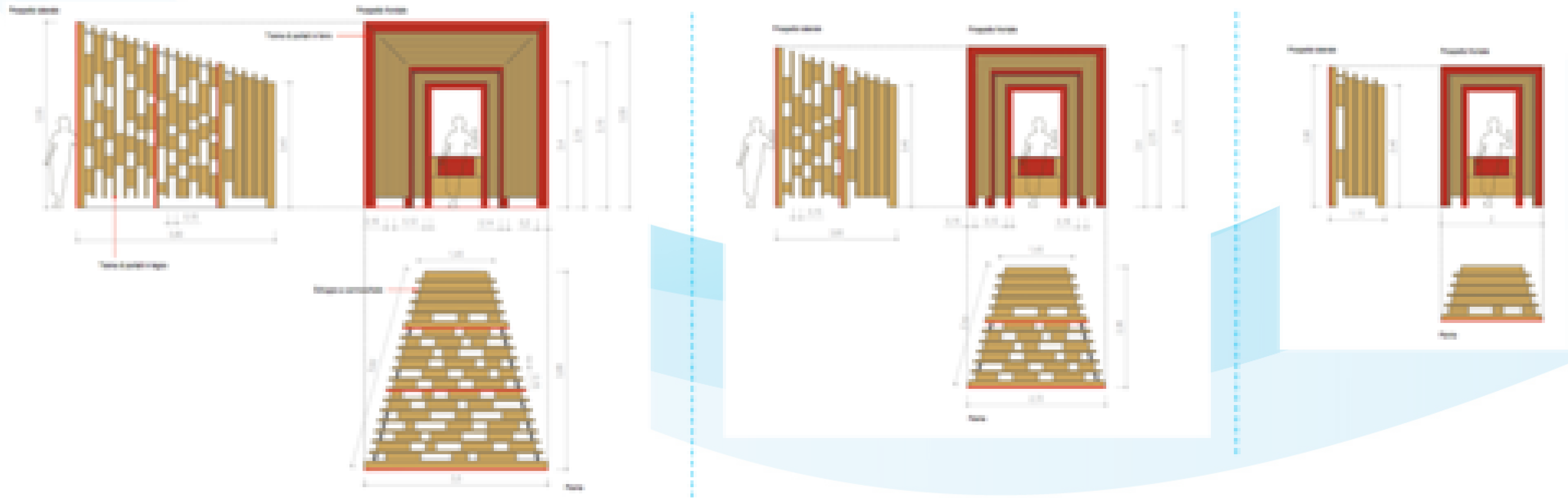


Provisional preview of the Vista Point from the preliminary project



Preview of the explanatory panels inside the Vista Point

The Montefeltro Art Views physical interface was conceived as a network of vista points that support the tourist in the interpretation of the landscapes of art. It is composed of different modules that will harmonize with the surrounding places. The project implementation will kick off during the summer.



Modular Vista Point: Large, Medium and Small. From the preliminary project

ZADAR

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As part of the implementation of the RECOLOR project, a two-day seminar was held for licensed tourist guides entitled "Interpretation of Heritage as a Tool for Developing Thematic Walks". The project has been implemented by the City of Zadar since the beginning of 2019 in cooperation with the Administrative Department for EU Funds and the Administrative Department for Culture and Sports. The seminar was attended by seventeen guides with a license for the Zadar area, some of whom are owners of travel agencies.



Positive comments from tourist guides who participated in the training and tour of Brodarica showed that their expectations were met and that they acquired new useful and applicable knowledge. The seminar also showed that the interest in the implementation of the RECOLOR project is great and that the efforts of the City of Zadar for the reconstruction and promotion of the Sphinx enjoy the support of the professional actors. Following the training, Croatian Association for Heritage Interpretation - Interpret Croatia has published a manual entitled "Interpretation of Heritage as a Tool for Developing Thematic Walks" after a seminar of the same name which provided an overview of both activities and useful information for future heritage interpretations.





CAST - UNIVERSITY OF BOLOGNA

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In the summer of 2021, the paper “Landscapes of art as tourism products. RECOLOR project between co-construction and public participation”, by Patrizia Battilani, Alessia Mariotti and Maria Giulia Silvagni, is going to be published in the Conference Proceeding “Oltre la Convenzione. Pensare, studiare e costruire il paesaggio 20 anni dopo”, edited by Matteo Girolamo Puttilli, Marcello Tanca and Benedetta Castiglioni. It illustrates the methodology designed to develop cultural tourism experiences focused on "landscapes of art". The interpretation resulting from the relationship between art and landscape is a tool for building participatory processes (involving actors of culture and tourism) and for cultural tourism planning. Thus, a support to territorial cohesion both at the regional and interregional scale. The different project partner areas show how the landscape of art can be used for urban redevelopment (Labin and Zadar), the enhancement of inland areas (Montefeltro and Campobasso) and the diversification of the cultural offer (Sibenik and Cividale del Friuli). In June 2020, the CAST team presented the paper and the project Recolor at the conference organized by the Società di Studi Geografici di Firenze.

During the capacity building online session of the 29th March 2021, Barbara Marcotulli, member of the CAST team, presented the study “Make locals key players: Engagement models, best practices, tip & tricks”. The project partners discussed about the engagement process to involve communities of tourism destinations to maximise local benefits and minimise negative impacts. The study showed different methods and techniques to achieve the audience engagement, such as art and creativity methods (photography, songs, poems, artworks, TV game shows, Tik Tok videos to re-enact art masterpieces), community mapping and web engagement strategies (online discussion forums and blogs, Digital Invasions, ratings and voting). It was also introduced the concept of Human Library, which is a kind of library where instead of borrowing books, one “rents” people who tell their stories and it can be useful to provide interesting anecdotes about destinations and its residents. Finally, it was presented an interesting case study, a project called Big City Life, held in Tor Marancia (Rome), where residents were involved in a street art initiative to enhance the neighbourhood.



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