

DELIVERABLE 4.2.4

Cultural itinerary in the Dubrovnik port areas

Pp5 – Dubrovnik Port Authority

Work Package	4 “Knowledge and usability of cross-border heritage of Adriatic Italian and Croatian ports”
Activity	4.2 “Valorization of tangible cultural heritage in Adriatic Italian and Croatian ports”
Phase Leader	PP9-UNIVPM
Deliverable	Del 4.2.4 “Cultural itinerary in the Dubrovnik port area”

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Permanent exhibition

As an integral part of the ADRIJO Virtual Museum PP5 has set up a permanent corner with touch screen and Karaka model in Dubrovnik maritime Museum.



Corner is designed for all museum visitors especially for children. We have implemented touch screen where visitors can go through ADRIJO platform and watch 3D animated video of boat Karaka.



The corner is made mostly for children, but touchscreen is for all visitors. Visitors can explore ADRIJO platform through the touchscreen and watch 3D animated video of Karaka boat.

Opening event

The opening event of the corner in Maritime museum Dubrovnik was organized by PP5 on 9th May 2022 and was attended by all the local actors who contributed to the creation and collection of the most salient themes of the history and culture linked to Dubrovnik maritime heritage.



Panel



Panel is designed in order to attract passengers in Dubrovnik port to visit VM and to research Dubrovnik maritime history.

Panel represent maritime development in the destination and is attracting visitors and local citizens to explore more in depth through ADRIJO platform all contents that we are going to upload.

Panel is designed to represent connection between past, today and future maritime culture in destination.

Panel will be produced in different sizes according to the place where are they going to be placed.

Panel has to have QR code and link to ADRIJO (<https://adrijo.eu/hr/>) platform with Remember project visibility regulations.

Idea development of the panels

1. CHOOSING TYPOGRAPHY

When choosing typography, we paid attention to legibility, as well as to the shape of the font in order to arouse interest and attract the attention of users.

2. COLORS AND TEXTURES

In accordance with the theme, the colors and textures we used are the easiest to associate with the past and already in the first contact, the users easily recognize the motive and intention of this project.

3. CUTTING LINES

Cutting lines are visible in magenta. They outline the cut line of the material to further emphasize (depending on the occasion and the background).

4. MESSAGE

The message next to the project name invites the user to action and reflection.

5. VECTORS

The silhouettes of the ships outline the nautical development throughout history, and associate the user with it, about the passage of time and the legacy of the port where they are located.