

Del 2.2.2

## Publication in thematic journals and conferences

LP – CENTRAL ADRIATIC PORTS AUTHORITY

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<b>Project Title</b>	REstoring the MEMory of Adriatic ports sites.Maritime culture to foster Balanced tERritorial growth
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# Publication on thematic magazine -La Gazzetta Marittima

LP - ADSPMAC

	Bisettimanale 	Data 16-01-2021 Pagina 8 Foglio 1
UNA PROPOSTA DI ECONOMIA, CULTURA, ACCOGLIENZA		
<h2 style="margin: 0;">Dal porto di Ancona progetto Buon Vento</h2>		
<p style="font-size: small; margin: 0;">Promosso dall'Autorità di Sistema Portuale, è parte dell'iniziativa Remember che valorizza il patrimonio culturale di otto porti italiani e croati</p>		
 <p style="font-size: x-small; margin-top: 5px;">Nella foto (da sx): Il presidente Rodolfo Giampieri e la giornalista Cristiana Colli.</p>	<p style="font-size: x-small;">ANCONA. È il saluto che passa di bocca in bocca tra gli uomini e le donne che tentano le imprese in mare. Buon Vento è l'auspicio che le correnti sappiano guidare il cammino dei naviganti alla meta scelta. È il nome scelto per raccontare e valorizzare l'incontro fra l'economia e il lavoro, la cultura e la storia del porto di Ancona in una visione di futuro. Con immagini, parole, suoni, testi, interviste ai protagonisti della vita dello scalo, Buon Vento, voluto dall'Autorità di Sistema Portuale del Mare Adriatico Centrale e presentato in una conferenza stampa, valorizza in un ambiente digitale le tante anime che compongono questa importante realtà produttiva delle Marche, riferimento economico e culturale europeo, nazionale e regionale.</p> <p style="font-size: x-small;">L'iniziativa, coordinata da Cristiana Colli, giornalista e curatrice di eventi e rassegne culturali, è parte del progetto europeo Remember, finanziato dal Programma di cooperazione transfrontaliera Italia-Croazia con l'obiettivo di unire otto porti delle due sponde dell'Adriatico: Ancona, Ravenna, Venezia, Trieste, Fiume, Zara, Spalato e Dubrovnik, per riscoprire e trasmettere il patrimonio culturale comune costruito attraverso la condivisione dello stesso mare.</p> <p style="font-size: x-small;">Ogni settimana il sito <a href="https://buonventoportanconca.it">https://buonventoportanconca.it</a>, già online, sarà arricchito dei tantissimi materiali fotografici, audio, video, testi elaborati nell'ultimo anno. Un biglietto da visita del porto di Ancona, una preziosa raccolta che permetterà a chiunque di poter scoprire, da qualsiasi parte del mondo, con l'eccezione funzionale allo scalo, quali sono la sua storia, le sue ricchezze artistiche, architettoniche, nonché le persone che vivono il porto. Buon Vento potrà essere utilizzato anche come strumento didattico e</p>	<p style="font-size: x-small;">per eccellenza di questa città".</p> <p style="font-size: x-small;">"Il porto è un ecosistema aperto al mondo, è un'infrastruttura utile che interpreta il suo ruolo di produzione del valore con contenuti materiali e immateriali, con azioni di networking su scala continentale e adriatica nella dimensione macro regionale, cittadina e territoriale - ha detto Cristiana Colli, curatrice del progetto -, un hub del valore che accompagna la trasformazione e contribuisce a determinare la capacità competitiva dei soggetti e dei territori dentro un nuovo modello di sviluppo. Buon Vento è il racconto della trasformazione e delle qualità intrinseche delle economie, delle memorie di luogo, delle tante e diverse progettualità che, tutte insieme, costituiscono un capitale cognitivo pregiato e altamente competitivo".</p> <p style="font-size: x-small;">Alla conferenza stampa hanno partecipato anche Carlo Birrozzi, direttore Iccai-Istituto centrale catalogo e documentazione Mibact, e Antonio Pignatari, presidente Gruppo ormeggiatori porto di Ancona.</p> <p style="font-size: x-small;">Buon Vento è la voce delle banchine, con il portellone che si apre e la vibrazione dell'attracco, è il risuono delle leggende. L'analisi socioeconomica, l'ingegneria navale, la sorpresa del viaggio, la vita di santi narratori e pellegrini che hanno calpestato con passo lieve queste pietre. Buon Vento è la parola, il suono, l'immagine; racconta la vita segreta delle gru e dei container, le rote note e quelle sole immaginate; la fatica e l'onore di pescatori e pescherecci, i desideri e i volti dei viaggiatori che abitano i traghetti e le navi da crociera, le sferzate di salsedine sulle uniformi di piloti, ormeggiatori e operatori che ogni giorno cercano la stabilità tra le onde. Buon Vento è il soffio di un vento nuovo, aria di città e di paesaggi che giungono al mare, di progetti e geografie che si incontrano, mondi che si riconoscono, culture che si ritrovano - dentro e oltre la città, dentro e oltre l'Adriatico. Buon Vento sarà un buon vento.</p>
Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.		

Aut. di Sistema Portuale del Mare Adriatico Cen.

## Publication on thematic magazine - Exibart

LP - ADSPMAC

  <p><small>Autorità di Gestione Regionale del Mare Adriatico Centrale Porto di Ancona - Portuale del Mare Adriatico Centrale - Venezia - Trieste</small></p>	<p>Data 19-01-2021 Pagina Foglio 1 / 5</p>
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# exibart

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Con la piattaforma **19** GENNAIO 2021  
 Buon Vento, le storie del porto di Ancona vanno online

**speciale premi #1**



**abbonati a exhibart onpaper**


122142

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Autorità Portuale del Mare Adriatico Cen.-altre testate







Assessorato al Sistema Portuale  
del Porto Antico di Ancona  
Assessorato al Patrimonio Culturale, Sportivo e Sanitario  
Assessorato al Turismo, Cultura e Spettacolo

Data 19-01-2021  
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### Con Buon Vento, il porto di Ancona va online

TIK TOK

POLEMICHETTE
EP. 04

>

«Il porto è un ecosistema aperto al mondo, è un'infrastruttura utile che interpreta il suo ruolo di produzione del valore con contenuti materiali e immateriali, con azioni di networking su scala continentale e adriatica nella dimensione macro regionale, cittadina e territoriale, un hub del valore che accompagna la trasformazione e contribuisce a determinare la capacità competitiva dei soggetti e dei territori dentro un nuovo modello di sviluppo», ha spiegato Colli, curatrice del progetto. «Buon Vento è il racconto della trasformazione e delle qualità intrinseche delle economie, delle memorie di luogo, delle tante e diverse progettualità che, tutte insieme, costituiscono un capitale cognitivo pregiato e altamente competitivo», ha continuato la giornalista e curatrice di eventi e rassegne culturali, come *Demanio Marittimo, sul lungomare di Senigallia*.

*Buon Vento*, allora, come il saluto di chi parte in mare, come l'augurio di trovare le correnti giuste che, nel caso specifico, conducono nell'oceano del web. Ogni settimana, infatti, il sito [buonvento.portoanticoancona.it](http://buonvento.portoanticoancona.it) ospiterà nuovi contenuti eterogenei, tra materiali fotografici, audio, video e testi, per raccontare l'incontro tra economia, cultura, lavoro, storie e immaginari che si sviluppa nel porto di Ancona, importante realtà produttiva delle Marche, sede del cantiere navale Fincantieri e primo porto italiano per traffico internazionale di veicoli e passeggeri.

### mostre ed eventi

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in corso e futuri

trova

ricerca avanzata

[inaugurazioni ed eventi](#) | [finissage](#)

inaugurazioni ed eventi di oggi

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inserisci mostra o evento

speciale mostre in città

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le più lette

ultime notizie

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«Con Buon Vento facciamo conoscere il porto di Ancona attraverso lo sguardo e le parole di chi lo vive ogni giorno, un porto in cui tante anime, specializzazioni e professionalità diverse lavorano in sintonia per costruire una prospettiva per il futuro, per il lavoro, per essere protagonisti economici e sociali della città e della regione in un ambito internazionale», ha affermato il presidente dell'Autorità di sistema portuale, **Rodolfo Giampieri**.

### **Buon Vento: le aree del sito**

Prima tappa di un museo online che coinvolgerà gli altri porti dell'Adriatico, il **sito di Buon Vento** è organizzato in diverse sezioni, ognuna dedicata ad altrettanti temi, con documenti, scritture, reportage, video, fotografie, interviste, musiche: storie di persone e luoghi; paesaggi nell'accezione ampia, sonori, marini, dipinti, scolpiti, cittadini; traiettorie, come esperienze che delineano nuove prospettive e trasformazioni; punti di vista di persone invitate; lab, cioè la ricerca e la pratica; paper, con l'ecosistema del porto al centro dell'analisi, della riflessione, della ricerca accademica e non solo.

«*Buon Vento* ha un doppio pregio – ha detto l'assessore al Porto del Comune di Ancona, **Ida Simonella** –, legge il lavoro in un porto in chiave diversa, enfatizzandone l'enorme valore culturale; usa linguaggi nuovi, video, web, social, per raccontare e per rendere questa lettura patrimonio di tutti. Arriva nei giorni in cui Ancona si gioca la possibilità di diventare la Capitale della cultura 2022 ([carica poi vinta da Procida, altra Capitale](#))

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che metterà il rapporto con il mare al centro del suo programma, ndr). Quella del porto è "cultura" per eccellenza di questa città».

Il progetto è realizzato in collaborazione con Capitaneria di porto di Ancona, Regione Marche, Comune di Ancona, Università Politecnica delle Marche, imprese, operatori e addetti del cluster del porto di Ancona. Ideazione, cura e testi sono di **Cristiana Colli**, le storie di **Gianluca Favetto**, video, suoni e immagini di **Alessio Ballerini**. La voce narrante è di **Marco Mondalini**. Partecipano alla realizzazione di *Buon Vento* anche Iccid - Istituto centrale catalogo e documentazione Mibact, Archivio Corsini - Comune di Ancona, Consorzio Aaster Milano.

**TAGS** ancona cristiana colli porto di ancona progetti online Rodolfo Giampieri

**ARTICOLI CORRELATI**  
**ALTRO DALL'AUTORE**

**In Puglia, l'arte contemporanea splende nei cristalli di Salgemma**

19 GENNAIO 2021

**PROGETTI E INIZIATIVE**

**A San Lorenzo nasce SALAD: intervista ad Alessandro Calizza e Tommaso Zijno**

19 GENNAIO 2021

**PROGETTI E INIZIATIVE**

**Gli chef interpretano le grandi opere d'arte e gli Uffizi sono da mangiare**

14 GENNAIO 2021

**PROGETTI E INIZIATIVE**

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## Presentation during the 6TH PORT CITIZEN WORKSHOP

### PP1: NASPA

**Bilbao, 24 and 25 October 2019**

The 6<sup>th</sup> Port Citizen Workshop that took place in Bilbao on October 24<sup>th</sup> and 25<sup>th</sup> 2019 was very successful and brought new insights on how to engage with citizens to discuss and communicate the port.

The event was promoted by the International Association of Port Cities-AIVP under the leadership of the Bilbao Port Authority.

*AIVP is the only international organisation that, for 30 years, has been bringing together all the public and private development stakeholders in port cities. AIVP has had the privilege of bearing witness to the changes underway in cities and ports the world over; we have accompanied members in the implementation of new strategies that allow them to more effectively face up to the changes that impact economic, social and environmental development in port cities: urban-port integration, global reorganisation of economic routes, the challenge of societal integration, the climate change, the energy transition, the development of the cruise industry, etc.*

The event was an opportunity for over 50 people from ten different countries to share experiences and practices.

We assisted to inspirational presentations from local projects that bring the port to the citizen in diverse and innovative ways with new tools used for engaging the port community. A fair part of the present urban appearance of the River of Bilbao is thanks to port development, all the operation of the new Bilbao would not have been possible without the

Port Authority's cooperation. **From** this relationship, a **new modern, integrating, creative and cultural view was born to transmit the cultural heritage of the maritime city.**

As the responsible partner for the methodologies and guidelines to be used for the realization of the Virtual Museums on Adriatic ports foreseen by the Project Remember, North Adriatic Sea Port Authority (hereafter PP1-NASPA) find this meeting useful to examine in depth

- how to explain the cultural value, tangible and intangible heritage, of the maritime cities
- how to contact citizens, involve them through virtual experience, sharing and involving the different targets of the territory

The various contributions proposed by AIVP highlighted the **useful tools** that can be developed for the benefit of the city-port-public community:

- **Civic Tech:** using technology to improve citizen participation
- **Living Lab:** innovation and research hub designed to identify business needs and move towards a Ports 4.0 model.
- **Virtualization of the Port Experience:** an educational website about the port's roles and activities.

Participation in the meeting allowed PP1-NASPA to:

- give an international visibility to the REMEMBER project as follow:
  - o the communication made by Assoporti;  
<http://www.assoporti.it/en/associazione/comunicazione/notizie/pcn-di-bilbao-2019/>



Comunicato stampa 27 ottobre 2019

**Porti italiani all'incontro internazionale sui port centre  
Una delegazione numerosa a Bilbao per il conclave sulle iniziative  
d'integrazione sociale**

Bilbao – Nei giorni scorsi una delegazione dei porti italiani ha partecipato ad una delle più importanti iniziative internazionali in tema di relazione porto-città che si è tenuta nel porto di Bilbao. Si tratta del *Port Centre Network*, una rete di porti internazionali che, attraverso l'Associazione Internazionale Porti-città (AIVP), si incontra una volta all'anno per discutere di possibili azioni che riguardano la sostenibilità sociale e ambientale. Grazie all'accordo istituzionale tra AIVP e Assoporti, nel corso degli anni sono aumentati i porti che vogliono approfondire, con gli sforzi del proprio personale, tutte le criticità e soluzioni possibili connesse a questo tema.

I presenti, tutti tecnici che operano nei porti, nelle città portuali e nelle università delle città portuali, hanno potuto approfondire i contenuti dell'agenda 2030 che la stessa AIVP ha lanciato nel mese di giugno 2018, prendendo spunto da quella adottata dalle Nazioni Unite nel 2015 sugli obiettivi di sviluppo sostenibile. L'agenda delle città portuali è stata scritta in relazione ai 17 obiettivi UN e approfondisce 10 obiettivi che vanno riferiti alle aree portuali e circostanti:

1. Adattamento ai cambiamenti climatici; 2. Transizione energetica ed economia circolare; 3. Mobilità sostenibile; 4. Un nuovo modello di governance; 5. Investire nel capitale umano; 6. Cultura e identità portuale; 7. Un'alimentazione di qualità per tutti; 8. L'interfaccia città-porto; 9. Salute e qualità della vita; 10. Protezione della biodiversità.

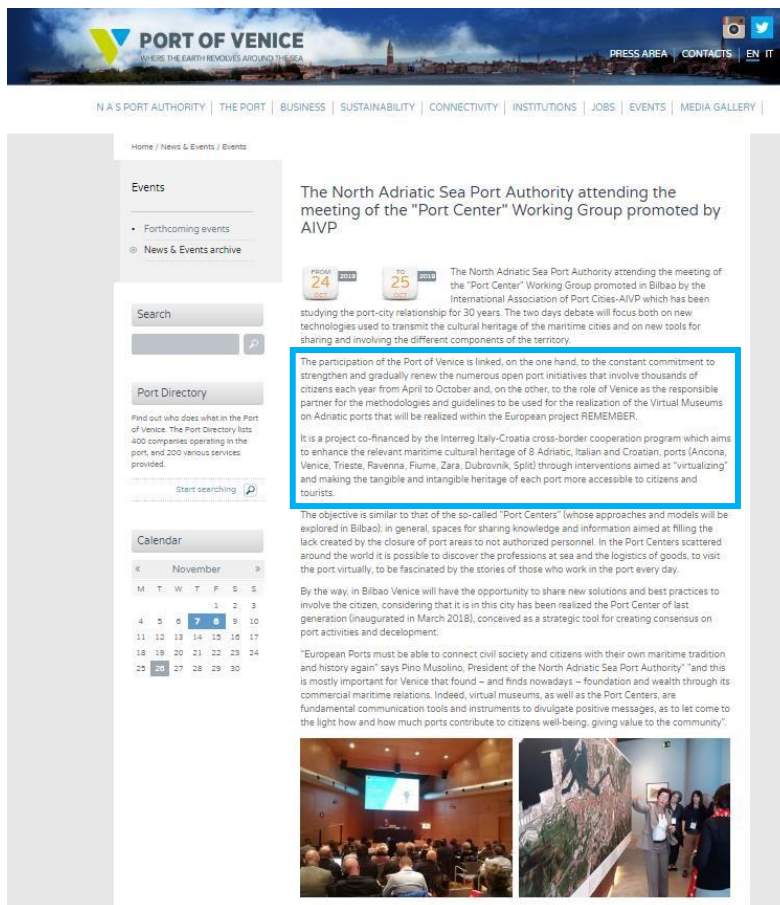
Presenti partecipanti dei porti italiani che stanno lavorando molto sul tema dei port centre, provenienti dalla Liguria, Toscana, Campania, oltre a Venezia presente anche in relazione al progetto Interreg "REMEMBER" che coinvolge anche Trieste, Ravenna e Ancona e che si pone l'obiettivo di valorizzare l'eredità culturale di 8 porti marittimi adriatici italiani e croati.

"Assoporti sta lavorando molto su questo tema e ci proponiamo a breve di creare un gruppo di lavoro composto dalle AdSP, per portare un contributo ancora più importante sia sui nostri territori che nei tavoli internazionali. Sono molto soddisfatto del fatto che la delegazione italiana è stata la più numerosa in questo contesto che è tradizionalmente ristretto", ha commentato il Presidente di Assoporti Daniele Rossi, "Le AdSP hanno ben compreso l'importanza dell'integrazione sociale e del rapporto porto-città. I porti hanno specificità e peculiarità differenti e l'Associazione rappresenta il posto migliore per poterle affrontare."

In allegato foto della delegazione italiana e di tutti i presenti all'incontro. Nel sito di Assoporti l'agenda 2030.

Per ulteriori informazioni:  
ASSOPORTI: Tiziana Murgia, [comunicazione@assoporti.it](mailto:comunicazione@assoporti.it) +39 346 6411288

- the news on port of Venice web site,  
 ENG – <https://www.port.venice.it/en/the-north-adriatic-sea-port-authority-attending-the-meeting-of-the-port-center-working-group-pr.html>  
 ITA - <https://www.port.venice.it/it/lautorit-di-sistema-portuale-partecipa-al-meeting-del-gruppo-di-lavoro-sui-port-center-promosso.html>



The screenshot shows a news article on the Port of Venice website. The article title is "The North Adriatic Sea Port Authority attending the meeting of the 'Port Center' Working Group promoted by AIVP". The article text includes:

The North Adriatic Sea Port Authority attending the meeting of the "Port Center" Working Group promoted in Bilbao by the International Association of Port Cities-AIVP which has been studying the port-city relationship for 30 years. The two days debate will focus both on new technologies used to transmit the cultural heritage of the maritime cities and on new tools for sharing and involving the different components of the territory.

The participation of the Port of Venice is linked, on the one hand, to the constant commitment to strengthen and gradually renew the numerous open port initiatives that involve thousands of citizens each year from April to October and, on the other, to the role of Venice as the responsible partner for the methodologies and guidelines to be used for the realization of the Virtual Museums on Adriatic ports that will be realized within the European project REMEMBER.

It is a project co-financed by the Interreg Italy-Croatia cross-border cooperation program which aims to enhance the relevant maritime cultural heritage of 8 Adriatic, Italian and Croatian, ports (Ancona, Venice, Trieste, Ravenna, Fiume, Zara, Dubrovnik, Split) through interventions aimed at "virtualizing" and making the tangible and intangible heritage of each port more accessible to citizens and tourists.

The objective is similar to that of the so-called "Port Centers" (whose approaches and models will be explored in Bilbao): in general, spaces for sharing knowledge and information aimed at filling the lack created by the closure of port areas to not authorized personnel. In the Port Centers scattered around the world it is possible to discover the professions at sea and the logistics of goods, to visit the port virtually, to be fascinated by the stories of those who work in the port every day.

By the way, in Bilbao Venice will have the opportunity to share new solutions and best practices to involve the citizen, considering that it is in this city has been realized the Port Center of last generation (inaugurated in March 2018), conceived as a strategic tool for creating consensus on port activities and development.

"European Ports must be able to connect civil society and citizens with their own maritime tradition and history again" says Pino Musolino, President of the North Adriatic Sea Port Authority "and this is mostly important for Venice that found – and finds nowadays – foundation and wealth through its commercial maritime relations. Indeed, virtual museums, as well as the Port Centers, are fundamental communication tools and instruments to divulgate positive messages, as to let come to the light how and how much ports contribute to citizens well-being, giving value to the community".

The article also features two photographs: one showing a meeting in progress with a presentation screen, and another showing a group of people standing in front of a large map or display.

- share the remember material – poster and abstract with the participants;



- make a presentation made by Ms Federica Bosello, PP1\_NASPA Responsible for WP3 and WP4 activities.



## North Adriatic Sea Port Authority



**Name:** Federica Bosello  
**Position:** Head of Promotion, Communication and Institutional Relations  
**Contact:** federica.bosello@port.venice.it

We organize Open Port Days, guided tours to the port, initiatives with schools, Universities and families. In cooperation with local Institutions and organizations, we host sport and recreational events.



**Name:** Giorgia Costantini  
**STAFF**



**Name:** Maria Sol Scanferla  
**STAFF**



## Key Data of your citizen initiatives

Social Initiatives you have recently developed	Year	Nº of visitors	Description
Accademia delle belle Arti	2019	200 students 100 recipients	In order to give an artistic interpretation to the motto "Port of Venice. Bridging the world since forever", the Port Authority decided to involve the ancient Venetian institution "Accademia delle Belle Arti" and its young talents. It was created an institutional gift. Thanks to the engagement of over 200 students attending the Paper Technology Course, through an intense training program focused on past and current port facilities, the students have interpreted Venice as a port city, enhancing its important role in relating to new markets and cultures. Technically, it is a decomposed image represented through various overlapped levels: each level is realized without drawings and shows a detail of the image defined only by a silhouette. The distance between one level and the other creates the three-dimensional effect, possibly amplified by a backlight system.
"Play Day" event	2019	1.400	Participants have the opportunity to get in touch with the passenger port and lagoon side of Venice, by practicing sports in very close contact with the lagoon ecosystem. Sport was used to raise awareness among children about the concept of inclusion, to build a different relationship model. We organized a real "Piazza Porto di Venezia" (Port of Venice's Square): a space dedicated to children for educational and creative workshops that allow them to "live a port". In particular, laboratories were focused on sea-related themes: the "Boats"; "The Island of the Sea Nudes"; "Discovering the containers".
REstoring the MEemory of Adriatic ports sites. Maritime culture to foster Balanced tErritorial growth	2020		REMEMBER is an European project co-funded by the cross-border cooperation Programme Italy-Croatia 2014-2020 with an overall allocation of € 2,8 million. The project is led by the Central Adriatic Sea Port Authority and involves the Port Authorities of North Adriatic Sea, together with Central North Adriatic Sea, Eastern Adriatic Sea, the Polytechnic University of Marche Region, the Port Authorities of Zara and Dubrovnik, the National Museum of Zara and the Regional Development Agency of the Split-Dalmatia County. REMEMBER aims to promote the maritime cultural heritage of Adriatic Sea, through the creation of a network of 8 virtual museums spread on the coastal area of both countries. The virtual museums will contribute to preserve and to increase the knowledge about the development of traditions, professions, arts and more generally the maritime culture of the Adriatic port-cities. Citizens and visitors will be able to access wide array of documentation, pictures, tales and monuments that are tangible proof of such a maritime heritage, with the support of multimedia instruments that will enable the users to upgrade the fruition with a virtual experience. The North Adriatic Sea Port Authority is responsible for drafting the methodological guidelines to implement activities for the preservation of the cultural heritage – tangible and intangible assets – of Italian and Croatian Adriatic ports. This ongoing step is fundamental for an effective promotion of the cultural and historical added-value of maritime port-cities heritage and improving their relationships with their connected neighbourhoods. This objective is achieved through the collection and preservation of the memory of the social and economic evolution of the port-city relations. The Venetian port authority will be involved in the creation of a "virtual museum" (VM) related to the Venetian maritime and port-based culture, to be included in the cross-border permanent network of VM.

## Key Data of your citizen initiatives

- Which actors do you usually collaborate with?  
[Schools, Local Institutions, Professional Associations, Non-profit Organizations, Port Actors.](#)
- Website with information about social activities <https://www.port.venice.it/en/the-open-port.html>
- Key Audience for your initiatives: [general public, schools, families, professionals.](#)



Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Guided tours to the Port and "Kids on Board" project	2019	700	€ 7,700.00	The "Open Port" program includes a number of guided tours to visit the port infrastructures, both of the commercial and of the passenger port, led by the Port Authority staff. The tours are organized both by boat and by bus, and allow the participants to see and understand how a port works and which is its role for the territory. The "Kids on board" project is a particular kind of guided tour specially designed for primary school students. The initiative, spread on multiple dates, welcomes the young students and their teachers in the Port Authority premises, where a logistic-themed laboratory takes place in a format suitable for children. The event terminates with an adventurous tour on the technical-nautical boats made available by the Coast Guard and by the Towing and Mooring Societies.
"Otello in Porto" project	2019	170		Six High Schools of the venetian territory participated to this cultural project organized in cooperation with the "Teatro La Fenice" Foundation. Each school has been hosted at the passenger port premises, both indoor and outdoor, for a video shooting aimed at creating a personalised trailer of the "Otello" Opera, settled in the port area. A technical jury then elected a winner class, whose trailer has been shown at the Otello Première.





- meeting with AIVP Director aimed at presenting Remember project's strategy and objectives, outputs and results expected. Heritage - natural and cultural, material and immaterial - plays a key role towards the development of sustainable cities and communities. **The crossovers between the AIVP mission and the Remember project, and the synergy created could be the starting point for the Mid Term Conference that will be held in Venice on May,7 2020.**
- recover important information directly from stakeholders (major ports in the world with VMs already in place) in relation to the usability of the overall cultural project.

After an introduction to the Port of Bilbao made by Ms. Amaia Sarasola, Autoridad Portuaria de Bilbao, Mr. Josu Larruskain and Mr. Unai Baeza - both providers- presented the Museographic project and solutions applied in the Bilbao experience. From the beginning, it was thought to be:

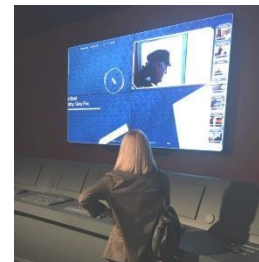
- integrated. Conceiving the project, they:
  - foresaw crossovers with other cultural institutions such as the maritime museums;
  - involved the port community;
  - think about a story which tells us about the past, the present and the future with the Port of Bilbao as a driving force, highlighting the heritage and – at the same time - the economical and social importance of the port;
  - identified 4 elements for the storytelling:
    1. professions (Captain, practical work, towing and mooring, inspection agents, health promotion); talk about the present and the profession of the future increases the age of visits;
    2. transit of goods– container, of people;
    3. vessels;
    4. cultural sustainability;



- adapted to all audiences, it is universal, totally understandable for people of all ages; the scope was disclosing the maritime knowledge to the general public of all ages, but mostly children; emotions are used as language, to communicate through experiences showing heritage elements, Love of traditions). The Project has universal educational resources for all audiences, so no guide is required. It is hoped that visitors will feel identified with the place they visit, recognise themselves in it and promote its conservation.
- easily updatable. Virtual solutions were born flexible because they have to be adapted atleast every 2 years;
- with low maintenance and management costs.

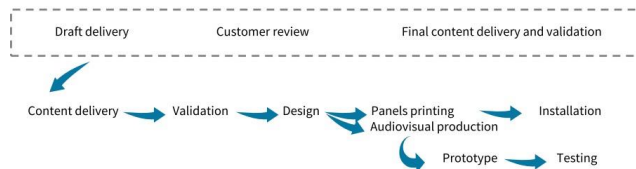
### Technologies used

- 3d animation
- videomapping
- videowall
- interactive game
- multitouch game



### WORKING METHOD

**Coordination between Company and Port Authority.  
Compliance with the time-schedule.**



**Delivery of the work before the planned deadline**

Later, Ms Itziar Sabas, from the Autoridad Portuaria de Bilbao, introduced the engagement made with the port community, a fundraising operation useful to support the project. The motto was “together we are stronger”.

A seminar was organized to present the project to all the members of the port community because everyone knows the port is there, but no one knows its history and how it works.

It is an example of successful stakeholder engagement, since many companies of the port community expressed their support in a multi-annual sponsorship agreement.

The morning continued with the introduction of the **Living lab approach**, made by Jokin Garatea - Vicepresident Ocean Living Lab. A living lab is a research concept, which may be defined as a user-centered, **open-innovation ecosystem**, operating in a territorial context (e.g. city, agglomeration, region), integrating concurrent research and innovation processes within a public-private-people partnership.

The living lab process is based on a spiral concurrently involving a multidisciplinary team in the following four main activities:

- Co-creation: bring together technology push and application pull into a diversity of views, constraints and knowledge sharing that sustains the ideation of new scenarios, concepts and related artefacts.
- Exploration: engage all stakeholders, especially user communities, at the earlier stage of the co-creation process for discovering emerging scenarios, usages and behaviours through live scenarios in real or virtual environments
- Experimentation: implement the proper level of technological artefacts to experience live scenarios with a large number of users while collecting data which will be analysed in their context during the evaluation activity.
- Evaluation: assess new ideas and innovative concepts as well as related technological artefacts in real life situations through various dimensions such as socio-ergonomic, socio- cognitive and socio-economic aspects; make observations on the potentiality of a viral adoption of new concepts and related technological artefacts through a confrontation with users' value models.

Then Ms. Agathe Bianchin - Chargée de développement - Cap Collectif introduced the benefits of open governance and using collective intelligence in terms of:

- engagement, involved communities & reinforced shared identity(they will talk about the project and promote it, being its first Ambassadors)
- better performance, smarter decisions, more efficient policies(more people working at the project can avoid more mistakes)
- support, decisions supported by the community
- trust, renewed & increased trust

It's not all about "participation" ... it's more about OPEN GOVERNMENT. To be "open" Everyone must talk and discuss together.

What could we ask people about ports? First we need to ask general questions to understand what people know about ports. Then we can ask what could we do to improve the activities etc

At the end of the morning, Mr Frank Antich Y Amengual - Directeur d'étude-pôle aménagement économique – Audelor and Ms Anne Mulligan, Responsable Marketing territorial, Lorient Agglomération. They presented an interesting case of virtual network, for share information and work together.

Lorient is a territory – a maritime excellence: - a commercial port; a fishing port; a port of construction and ship repair; marinas; an offshore race pole; a military port. Their aims is to communicate with young people in a fun way but also to connect maritime stakeholders in a user- friendly way.

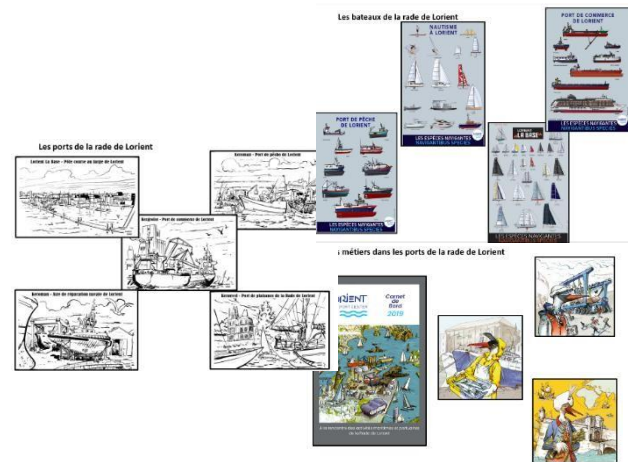
Starting from their cultural heritage, they are trying to create a sense of belonging and pride, enhancing their maritime excellence, and looking to the future, promote maritime trades.

**This hub is intangible, it is internet based.**

The idea is to be a hub for different activities. They use promotional materials (funny and entertaining) such as postcards, to: show the variety of ports (postcards represent different ports), the various professions of a port and of the maritime world.

They also:

- go to different fairs and local events, with stands and materials and activities to make people aware of the port;
- organize interprofessional meetings, in order to make different professionals aware of other kinds of jobs.



In the late morning, we briefly visited the ItsasMuseum a dynamic, friendly place, which offers visitors a unique experience as they discover the maritime heritage and culture of Bilbao and Bizkaia with simple, interactive explanations in 3 languages (Basque, Spanish and English).

In the first afternoon, we celebrated three workshops discussing core issues such as:

- Engaging local stakeholders / citizen participation
- Human capital development
- New jobs
- New education

During the debate, the participants and the presenters were very active, discussing new strategies, and actions.

On the morning of Friday 25th, the second day, we **visit to the port-city-region of Bilbao by Bus and Boat** discovering all the transformation of Bilbao as a result of a successful cooperation between the port and the city.

## Presentation during the VENICE BOAT SHOW

### PP1 NASPA

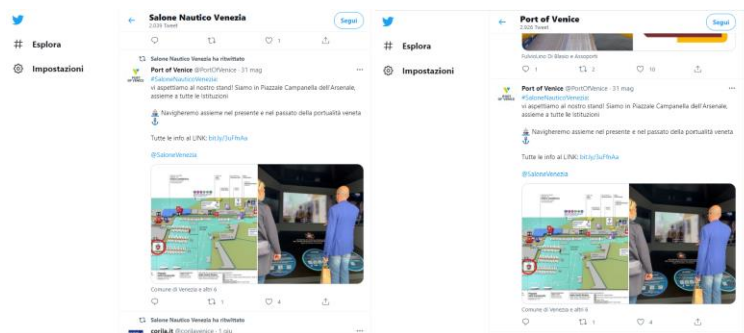
Venice, 29 May – 6 June 2021

From 29 May to 6 June 2021 – PP1 NASPA participated at the Venice Boat Show (Salone Nautico Venezia <https://www.salonenautico.venezia.it>). As the 2021 edition of the show took place at a time when pandemic-related restrictions were still in force, AdSPMAS created an entirely innovative stand that used new communications techniques and technologies to let visitors enjoy the contents without coming into physical contact with materials, thus complying with social distancing rules. Visitors had the opportunity to ‘Navigate in the past and present of Veneto’s port facilities’, in keeping with the event’s distinctive claim ‘the art of shipbuilding is back home’.



The participation of PP1 NASPA to the Venice Boat Show -held from 29 May to 6 June 2021 and the project in general was promoted by:

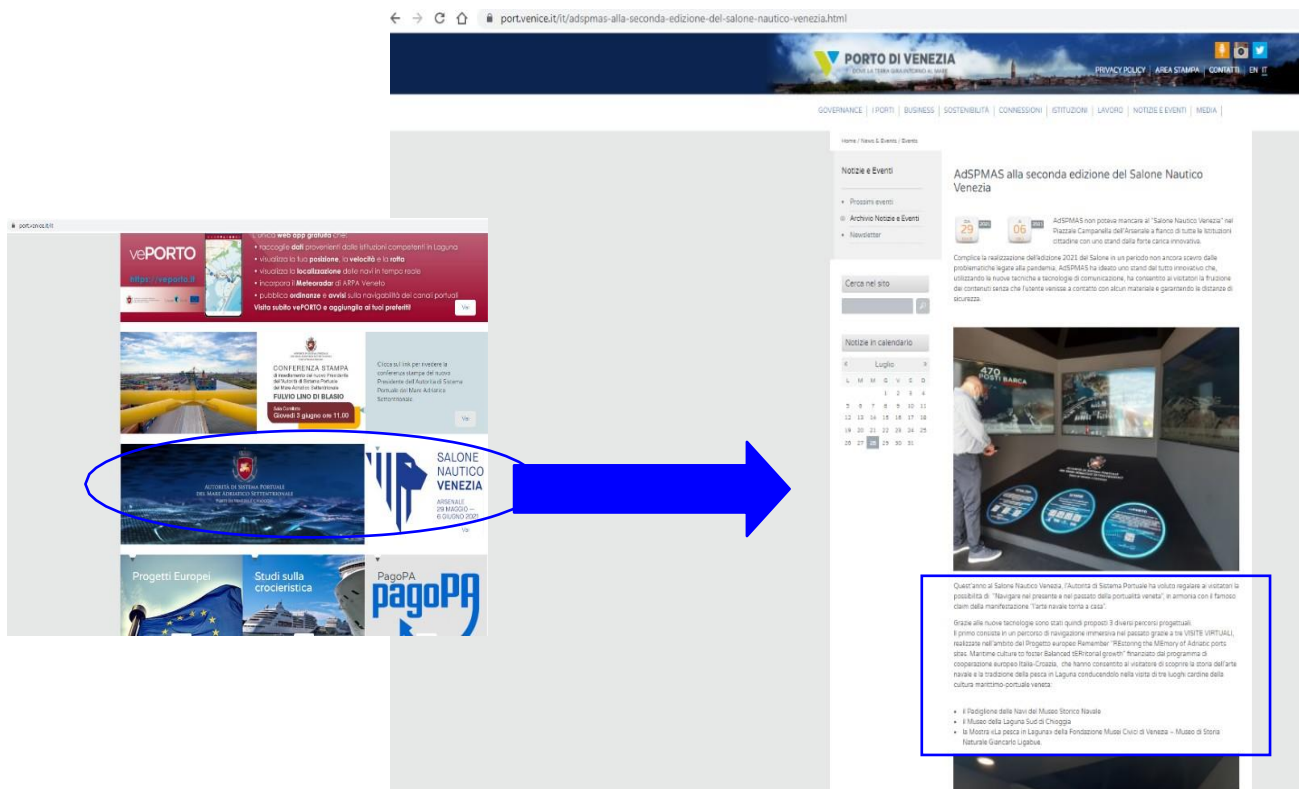
#### A. SOCIAL MEDIA:



**B. THE NEWS ON PP1 NASPA WEB SITE, <https://www.port.venice.it/it>**

<https://www.port.venice.it/it/adspmas-alla-seconda-edizione-del-salone-nautico-venezia.html>

<https://www.port.venice.it/en/adspmas-at-the-second-edition-of-the-venice-boat-show.html>



The screenshot shows the website interface for the Port of Venice. On the left sidebar, there is a section titled "Salone Nautico Venezia" with a blue arrow pointing to the main content area. The main content area features a large banner for "AdSPMAS alla seconda edizione del Salone Nautico Venezia" with dates 29 and 30. Below the banner, there is a calendar and a photo of a person at an exhibition stand. A blue box highlights a text block at the bottom of the page, which contains information about the event and a list of participating organizations.

**AdSPMAS alla seconda edizione del Salone Nautico Venezia**

AdSPMAS non poteva mancare al "Salone Nautico Venezia" nel Palazzo Campanella dell'Arsenale a fianco di tutte le istituzioni cittadine con uno stand della forte carica innovativa.

Complice la realizzazione dell'edizione 2021 del Salone in un periodo non ancora scosso dalle problematiche legate alla pandemia, AdSPMAS ha ideato uno stand dal forte innovativo che, utilizzando le nuove tecniche e tecnologie di comunicazione, ha consentito ai visitatori la fruizione dei contenuti senza che l'utente venisse a contatto con alcun materiale e gestando la distanza di sicurezza.

Quell'anno al Salone Nautico Venezia, "Autorità di Sistema Portuale" ha voluto regalare ai visitatori la possibilità di "Navigare nel presente e nel passato della portualità veneziana", in armonia con il famoso claim della manifestazione "Tutta naveva come a casa".

Grazie alla nuova tecnologia sono stati quindi proposti 3 diversi percorsi progettuali.

Il primo consisteva in un percorso di navigazione immersiva nel passato grazie a tre VISITE VIRTUALI, realizzate nell'ambito del Progetto europeo Remember "Restoring the Memory of Adriatic ports sites. Mantene cultura di Napoli Salomoni Edizioni del governo" finanziato dal programma di cooperazione europea Italia-Croazia, che hanno consentito ai visitatori di scoprire la storia dell'arte Navale e la tradizione della pesca in Laguna conducendoli nella visita di tre luoghi carichi della cultura marittimo-portuale veneziana.

- Il Padiglione delle Navi del Museo Storico Navale
- Il Museo della Laguna Sud di Chioggia
- La Mostra alla pesca in Laguna della Fondazione Museo Civico di Venezia - Museo di Storia Naturale Giancarlo Ligabue.

## Presentation during the Art Exhibition “Un mese di Carta”

**PP1: Naspa**

**Venice, 12 September 2019**

Meeting [ART EXHIBITION “UN MESE DI CARTA “ \(VENICE. 12 SEPTEMBER 2019\)](#)

Description: **Presentation of Remember project’s strategy and objectives, outputs and results expected. Heritage - natural and cultural, material and immaterial - plays a key role towards the development of sustainable cities and communities.**



- Number of persons registered: **\_50\_**
- Number of public authorities representative: **\_4\_ (Municipality of Venice, Fondazione Musei Civici - Ca’ Pesaro, Accademia delle Belle Arti, North Adriatic Sea Port Authority)**
- Number of SMEs and/or economic operator in the field of tourism, culture and creative sector representatives: **\_4\_ (Municipality of Venice, Fondazione Musei Civici - Ca’ Pesaro, Accademia delle Belle Arti, North Adriatic Sea Port Authority)**
- Number of business associations’ members: **\_**
- Number of Research centers and Universities representatives: **\_1\_ Accademia delle Belle Arti,**



## Presentation during the Vittorio Veneto Municipality event

### PP1: Naspá

#### Vittorio Veneto, 20 November 2019

On 20 November 2019, PP1 NASPA's local partner for the project - as is the Representative of the Italian Navy- participated to an event organized by the Vittorio Veneto Municipality and present the work made for the virtualization of the Ships Pavilion of the Naval History Museum.

In the framework of the PP1 project activities, thanks to the "Virtual Tour", everyone can now explore boats and relics from various eras to rediscover the history of the area's relationship with the sea, the lifeblood of both Venice and the Veneto region which drew prosperity, a spirit of adventure and innovation from its port-based activity.

**Comune di Vittorio Veneto**  
**Istituto Italiano per la Storia del Risorgimento**

*Archeologia subacquea e relitti tra Ottocento e Novecento. Dalla ricerca storica alla tutela e alle indagini stratigrafiche.*

**Giornata di Studi**  
**Vittorio Veneto, 20 novembre 2021**

Un settore di studi che l'archeologia subacquea ha sempre affrontato in maniera limitata è quello legato ai relitti navali cosiddetti "recenti". Questo per una certa rimosia del mondo archeologico ad occuparsi di reperti che non possono definirsi "antichi" in senso stretto, ma anche per la scarsa propensione di molti studiosi a confrontarsi con argomenti inusuali per il settore. L'aver a che fare spesso con scafi in metallo anziché in legno è uno di questi. Proprio tale aspetto costituisce un'importante variante che non riguarda solo gli archeologi, ma coinvolge pienamente anche il mondo del restauro e della conservazione.

Quello dei relitti ottocenteschi e del primo Novecento è stato così un argomento trattato solamente dagli storici o da pochi subacquei appassionati, che ne hanno spesso documentato con video e fotografie i siti di ginecra.

L'Istituto italiano per la Storia del Risorgimento e il Comune di Vittorio Veneto, da sempre impegnato con il Museo della Battaglia nella valorizzazione dei reperti della Prima Guerra Mondiale, hanno così deciso di proporre un primo incontro tra addetti ai lavori per evidenziare le problematiche di tutela di relitti che spesso si rapportano con il rispetto delle spoglie mortali dei caduti in guerra o con la presenza di ordigni esplosivi.

La giornata di studi viene tenuta in concomitanza.....

Un'altra data importante che coincide con questa manifestazione è il ventesimo anniversario della Convenzione UNESCO per la tutela del Patrimonio Culturale Subacqueo che, a ben ragione, ha molto a che fare con questa tipologia di reperti.



**ARCHEOLOGIA SUBACQUEA**  
**RELITTI NAVALI DAL RISORGIMENTO ALLE GUERRE MONDIALI**

RICERCA STORICA, TUTELA E INDAGINI STRATIGRAFICHE

**VITTORIO VENETO**  
**20 NOVEMBRE 2021**  
**MUSEO DELLA BATTAGLIA**  
**AULA CIVICA**

<p>ORE 09.30 SALUTI DELLE AUTORITÀ</p> <p>ORE 10.00 LUIGI FREZZATI «Il progetto Archipelago e il primo GIS multimediali con video 360°-realtime»</p> <p>ORE 10.30 BARBARA DAVIDE «I relitti storici in mare: dalla ricerca di tutela e conservazione di sito del MUSEO»</p> <p>ORE 10.40 ALESSANDRO ASTA «La salvaguardia dei relitti storici in base agli atti della Commissione UNESCO»</p> <p>ORE 10.50 GIUSEPPE ZAPPALÀ</p> <p>ORE 11.30 MARCO DRAGOSTINO «Lo studio archeologico dei relitti in mare: un approccio multidisciplinare»</p>	<p>ORE 11.50 MAURIZIO LOI</p> <p>ALESSANDRO MENEGAZZO «400 anni di storia navale: il museo e il Museo»</p> <p>ORE 12.30 ANDREA E NICOLA FALCONI «La nave dell'Impero: Storia del Mediterraneo»</p> <p>ORE 14.30 TAVOLA ROTONDA E DEBATTITO Moderatori: ANA, Barbara Corbelli, Luigi Nicolini Temi: Andrea Falconeri, Nicola Nicolini «La tutela dei relitti storici: il ruolo guida per una proficua collaborazione tra istituzioni»</p>
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MUSEO DELLA BATTAGLIA - VITTORIO VENETO (TV) - TEL. 0423/800001 - WWW.MUSEODELLA BATTAGLIA.IT

### Programme of the event – Italian version


*Il virtual Tour*

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**REMEMBER** - Restoring the Memory of Adriatic port sites. Maritime culture to foster Balanced territorial growth

↓

**Progetto dell'Autorità di Sistema Portuale del Mare Adriatico Settentrionale** finanziato dal programma di cooperazione europeo Italia-Croazia.

**Obiettivo:** unire le due sponde dell'Adriatico per "ricordare" il valore del patrimonio culturale tangibile e intangibile legato alla relazione col mare, per far riscoprire la portualità.

↓

Grazie alla partnership con l'Istituto di Studi Militari Marittimi di Venezia e la Marina Militare, l'Autorità di Sistema Portuale del Mare Adriatico Settentrionale apre a tutti la navigazione in un luogo cardine della cultura marittimo-portuale veneta:

il Padiglione delle Navi del Museo Storico Navale

Il "Virtual Tour" consente di esplorare le imbarcazioni e i cimeli del Padiglione per riscoprire la storia della relazione col mare, risorsa che nei secoli ha generato ricchezza economica, culturale e artistica. Quello stesso spirito è vivo ancora oggi nelle tante realtà che operano nel sistema portuale veneto, continuando ad alimentare un patrimonio culturale millenario.




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*Il virtual Tour*

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**Per maggiori informazioni sul progetto**  
 Autorità di Sistema Portuale del Mare Adriatico Settentrionale  
 Dott.ssa Federica Bosello - Responsabile Area Promozione, Comunicazione e Rapporti Istituzionali

✉ [Federica.bosello@port.venice.it](mailto:Federica.bosello@port.venice.it)  
 ☎ +39 335.7034173  
 🌐 [www.PortVenice.it](http://www.PortVenice.it)  
 🌐 [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

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Powerpoint used by the PP1 NASPA's local partner for the project - the Italian Navy

## Presentation during the Universal Design Week

PP1: Naspá

Venice, 3 – 11 October 2020

- Meeting [UNIVERSAL DESIGN WEEK VENICE. CONFERENCE "UNIVERSAL DESIGN X ARCHITETTURA ACCESSIBILE. FUNZIONALE E CONFORTevole X TUTTI" \(VENICE, 3 – 11 OTTOBRE 2020\)](#)
- Description: **Presentation of Remember project's strategy and objectives, outputs and results expected. Heritage - natural and cultural, material and immaterial - plays a key role towards the development of sustainable cities and communities.**
- Number of persons registered: **\_80\_**
- Number of public authorities representative: **\_4\_ (Municipality of Venice, Fondazione Musei Civici - Ca' Pesaro, IUAV - Architecture University of Venice, North Adriatic Sea Port Authority),**
- Number of SMEs and/or economic operator in the field of tourism, culture and creative sector representatives:
- Number of business associations' members:
- Number of Research centers and Universities representatives: **\_1\_ IUAV - Architecture University of Venice**
- Number of cultural, touristic, environmental association representatives: **20 (Associazione Lo Spirito di Stella, Associazione Amici della Laguna e del porto, Associazione Oltre al Muro, Associazione Onlus Polisportiva Terraglio, influencer Giusy Versace)**



## Publication in the thematic magazine – Messaggero Marittimo

### PP2 – Port of Ravenna



Data 29-11-2021  
Pagina  
Foglio 1 / 2



**AGENZIA MARITTIMA ALDO SPADONI SRL**  
Piazza dei Legnami, 21, 57123 - Livorno (LI)  
Tel. 0586 248111 Fax 0586 248200









☰

SHIPPING LOGISTICA PORTI AUTOTRASPORTO

🔍

**PORTI**

## Progetto ReMeMBER al Propeller Club di Ravenna

Realizza percorsi turistici e valorizzazione del patrimonio storico


 Pubblicato 17 minuti fa il giorno 29 Novembre 2021  
 Da [Redazione](#)



ISCRIVITI ALLA NEWSLETTER

**Nome e cognome**

**Indirizzo email:**

Registrati

ULTIME
POPOLARI
VIDEO



PORTI / 2 secondi fa

**Il commissario straordinario Alecci si presenta all'AdSp**



PORTI / 17 minuti fa

**Progetto ReMeMBER al Propeller Club di Ravenna**



PORTI / 1 ora fa

**Lo sviluppo del porto di Vibo Valentia**



LOGISTICA / 1 ora fa

**Nuovo Codice di comportamento Assocostieri**



PORTI / 2 ore fa

**XXXV confronto di Rete sulle relazioni porto-città**

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**RAVENNA** - Il progetto ReMeMBER è stato presentato durante un workshop organizzato dal Propeller Club di Ravenna e dall'Autorità di Sistema portuale del Mare Adriatico centro settentrionale, giovedì scorso 25 Novembre, di fronte ad una platea numerosa ed interessata. Il workshop ha illustrato in cosa consiste il Progetto ReMeMBER (REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tERritorial growth), finanziato dal programma INTERREG Italia-Croazia. Il Progetto, di cui è partner l'Autorità di Sistema portuale del Mare Adriatico centro settentrionale, vede la partecipazione di otto porti, italiani e croati, e di istituzioni museali e universitarie italiane e croate e sono stati proprio esponenti del mondo accademico e della ricerca ad illustrare nel corso del workshop i contenuti del

ABBONATI O EFFETTUA IL LOGIN

Ritaglio stampa ad uso esclusivo del destinatario, non riproducibile.

## Presentation during the Heritech conference

### PP10: UNIVPM

# ICT Driven Platform for High-Quality Virtual Contents Creation and Sharing with e-Tourism Purposes. The Interreg IT-HR REMEMBER Project

**Paolo Clini**  
 Università Politecnica delle Marche  
 Ancona, Italy  
 p.clini@staff.univpm.it

**Emanuele Frontoni**  
 Università Politecnica delle Marche  
 Ancona, Italy  
 e.frontoni@staff.univpm.it

**Ramona Quattrini**  
 Università Politecnica delle Marche  
 Ancona, Italy  
 r.quattrini@staff.univpm.it

**Romina Nespeca**  
 Università Politecnica delle Marche  
 Ancona, Italy  
 r.nespeca@staff.univpm.it

**Roberto Pierdicca**  
 Università Politecnica delle Marche  
 Ancona, Italy  
 r.pierdicca@staff.univpm.it

#### ABSTRACT

This paper describes REMEMBER, an EU project which aims at establishing a network for joint valorization of 8 ports in Italy and Croatia, trying to shift the paradigm of touristic flows toward a sustainable tourism. The key point is an innovative ICT architecture, modular and scalable, to share information at different system levels of detail and fruition, with an interoperable and multi-channel approach. Given its flexibility, contents can be conveniently displayed in different ways: Web portals, fixed installations, mobile devices etc. This infrastructure enables a great number of Digital Experiences (DEs) that can be exploited at both global and local scale. Since the project is on going, the paper presents a first overview of the instantiated methodology, as well as briefly introduces the DEs that are currently designed and, finally, reports a prospective outlook related to the post-pandemic scenario.

#### CCS CONCEPTS

• **Information and Communication Technologies** → **Virtual Museums**; **Tourism**; • **eXtended Reality** → **Digital Cultural Heritage**.

#### KEYWORDS

Virtual Museum, Digital Cultural Heritage, ICT, e-Tourism

#### ACM Reference Format

Paolo Clini, Emanuele Frontoni, Ramona Quattrini, Romina Nespeca, and Roberto Pierdicca. 2020. ICT Driven Platform for High-Quality Virtual Contents Creation and Sharing with e-Tourism Purposes. The Interreg IT-HR REMEMBER Project. In *Proceedings of AVI<sup>2</sup>CH 2020: Workshop on Advanced Visual Interfaces and Interactions in Cultural Heritage (AVI<sup>2</sup>CH 2020)*. ACM, New York, NY, USA, 4 pages.

#### 1 INTRODUCTION

Digital tools have demonstrated to be an enabling process, not a solution [7]. As several experts in digital humanities, economic operators, private touristic stakeholder testify digital is a stimulus

AVI<sup>2</sup>CH 2020, September 29, Island of Ischia, Italy  
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to start a new agenda in sharing responsibilities and opportunities coming from tangible and intangible cultural heritage. According to this idea, the authors of the present paper participate in an Interreg project, REMEMBER (REstoring the MEemory of Adriatic ports sites. Maritime culture to foster Balanced tErritorial growth) that aims to develop a joint valorization of a network of 8 ports in Italy and Croatia, trying to shift the paradigm and the touristic flows toward a sustainable tourism 1. A key point is the development



**Figure 1: The network of the REMEMBER project. The authority ports, the Adriatic sea as the common identity cultures and their digital links with the new Virtual Museums.**

and exploitation of a cloud-based platform, allowing the important feature of the cross-border collaboration among partners and facing the challenges that are endangering the integrity and the same existence of the Adriatic maritime cultural heritage. REMEMBER VM is expected to increase the attractiveness of local economies using ICT for the digitalization of cultural contents, growing the touristic offers to reduce tourism seasonality and create new and qualified jobs linking digital and cultural competences. As research unit we serve as domain expert and advisors, thanks to previously carried out experiences [2] [1] for the development of Virtual Museums for 8 Adriatic Italian and Croatian ports sites (Ancona, Venice,

Trieste, Ravenna, Rijeka, Zadar, Dubrovnik, Split). The main goal is to promote the valorisation of the important maritime cultural heritage of more competitive and balanced development paths in the programme area. Another key aspect is constituted by the digitalization: both tangible and intangible cultural heritage is involved in a digitalization process in order to guarantee a huge and significant data collection for exploitation and preservation of the involved ports identity. In fact, preservation is a mandatory step for promotion, as well as those action are a form of projection beyond the current state, to the future development directions [6]. The port-maritime intangible cultural heritage is continuously recreated by the community. Fixing this aspect means to recover and enhance the relation between ports and cities, by linking the present with the past. This double-faced view remarks origins of port-cities identity and its richness in terms of culture, works, productions, investments and how the port system is still operating as an engine for the local community. The ports operating in the project share a territorial proximity with a consequent common background and sense of belonging resulting from the commercial and social relationships between the two Adriatic shores. Those concepts are condensed in the brand of the Network and in its name: ADRIJO. Adrijo joins the Adriatic Sea. It combines the Italian word ADRIATICO with the Croatian word JADRANSKO. The new brand constitutes an invention, it is the result of a cognitive and creative process, the result of a linguistic construction that unites, by mean of the language, the two shores.

## 2 METHODOLOGY

The mainstream upon which will be built the exploitation of REMEMBER project is an innovative ICT architecture. It is modular and scalable, representing an important communication system that facilitates all the stakeholders involved in the project to exploit many kinds of information at different system levels of detail and fruition. It allows to manage multiple information with an interoperable and multi-channel approach. Given its flexibility, contents can be conveniently displayed in different ways: Web portals, fixed installations (totems, digital signage), mobile devices (smartphones and tablets) etc. The final goal, will be to create a great number of Digital Experiences that can be exploited at both global and local scale. Such Digital Experiences will be built on the backbone of the cloud service, and in particular relying on three main items:

- **content**, such as texts, images, photos, audio-visual contents, 3D models, diagnostic data;
- **equipment**, namely hardware and software components;
- **technology development** deployment of the experience, considering the adaptation to the different devices, according to the type of desired experience.

The big picture of the developed framework is depicted in Figure 2

### 2.1 Cloud Based platform

The architecture is developed following the cloud-based services paradigm, with the aim of creating a long-term and linked open data platform, designed for CH-related repositories. This approach allows interoperability between different platforms (on site, online, mobile) and between different users (augmented usability of



**Figure 2: ADRIJO cloud-based platform. The same digital contents are used for the different digital experiences (DEs). The user of ADRIJO have an active role for the production and fruition of the DEs.**

metadata for both experts/non-experts). Moreover, the architecture allows different kind of users to manage and maintain it in a simple, fast and secure way. Particular attention is paid to the integration of the information. In fact, while populating the data base, different stakeholders, as well as heterogeneous data, can be involved. The key value of the whole project is that the ICT system is able to convey information at different scales, providing the users with updated contents; at the same time, administrators can constantly monitor its performances, being able to infer useful information about tourists' needs, habits and preferences [3, 5]. The main features of the system can be summarized as follows:

- creation of the single cloud-based architecture that allows the management of multiple multimedia contents, to be exploited in various platform;
- development of the unique content management system for all stakeholders to share cultural information;
- monitoring user's preferences and needs by collecting users' generated data

### 2.2 Data

The architecture assures efficiency in the management of context-aware services, analysing data arising from different experiences. The cloud platform will be able to offer a great number of IT services, relying on two mutual task: from the one hand, the managing of information about Heritage and, from the other, allows the single instruments to exchange data in an interoperable way. The platform is designed for managing heterogeneous data, with the aim of enabling all the stakeholders to contribute with their own content. As such, the system enables:

- the integrated management of data and resources to ensure the integration and cooperation of the technologies used in the platform;
- the management of levels of interoperability between applications and services present at different levels of the platform;
- the management of rules according to the context of application and user typology.

### 2.3 Digital Experiences

The use of digital technologies plays an essential role in the creation of highly evocative and engaging products and installations, which allow visitors to learn about cultural heritage and sites through more stimulating, emotional and interactive experiences. However, the design of digital technologies requires a strategic vision that allows to place the technological element in a coherent plan of communication of identities, memories and cultural contents, starting from a clear identification of the objectives and aims of the interventions. These different approaches, which may also intersect or overlap, have to enhance the cultural asset/site in a user-centred perspective. The Digital Experiences allowed by the project are briefly summarised in the Figure 2.

In addition, it should be pointed out that the ADRIJO platform already enables interactive and engaging Digital Experiences. Every innovation and research action is successful and achieve an important impact, if it establishes good connections with interested researcher and user communities. The web platform plays a fundamental role in exchanging information, keeping up to date with the latest developments and disseminating the results. Nowadays, this can be best achieved through digital channels and social media exploiting the advantage of being able to present information to a diverse group of people at the same time and on demand. It can not only provide basic information that is static but also deliver reoccurring and constantly changing pieces of information. The web-platform will enable users to look for specific content on the website and/or on mobile applications. All contents developed by the partners during the project will be made accessible on both the website and the mobile application. A major challenge in the development of the platform, that is currently under design phase and usability validation, is the multi scale approach to the Adrijo Heritage. In fact, the platform will contain contents covering the 8 ports of the Adriatic sea and, if necessary, the hinterland and it can be visited remotely, i.e. in geographical locations far from the POIs. In this case, Adrijo will propose all the contents with a keywords-based strategy, within the geographical interface. On the other hand, if the platform will be used in one of the ports, the platform will react responsibly to the geographical coordinate of the mobile device, proposing firstly content closer to the user. In this way it will also automatically become the local version of the VM, trying to maximize the usability of the interface and not requiring the user to use too many menus and steps. In addition it is worth to mention that the database manages Virtual Tour (by panoramic images or 360° videos also taken by drones), offering a simple but efficient tool to visit the spaces. It consists in the panoramic photos (scene) linked together, visible at 360° in immersive mode, and enriched by other metadata (popup), e.g. texts, sounds, HD images and videos. A simple graphic interface allows to enjoy the 360 experience for all users, also not experts or not digital-friendly users (e.g. google maps, with few control and global icon). When it is possible, the virtual tour would have a marked map where the 360 view hotspots are shown. This allows to move in the interested panoramic photo, skipping the obligatory path.

For the development of DE in the local level of the VM, in particular in Ancona VM, the UNIVPM unit is analyzing and studying the adaptation of an hybrid form of geo-located contents displacement,

merging also AR Vision-based tracking, as summarized in Figure 3. Firstly the user receives an overview of the surrounding area of the POIs, in fact after framing a QR code or the Adrijo logo, an automatic play of the introductory video of POI is foreseen. Then, the device tracks camera pose by detecting and recognising geometric features in the real environment to establish 3D world and 2D image coordinate correspondences. This approach can provide realistic real-time camera pose tracking. However, rendering virtual objects over the real environment could be slow due to the large amount of processing required. Considering this fact, we are planning to use AR only to displace tags that link to videos or VR experiences.



Figure 3: ADRIJO cloud-based platform. The same digital contents are used for the different digital experiences (DEs). The user of ADRIJO have an active role for the production and fruition of the DEs.

### 3 PROSPECTIVE OUTLOOK

The pandemic scenario depicted new challenges for virtual museums curators, in fact the COVID-19 outbreak has underlined the critical importance of digital access to cultural heritage. In this light, because the REMEMBER partnership is currently instantiating its main tool and gate, that is the Adrijo platform, the idea of putting it at disposal to a new plethora of stakeholder seems particularly interesting. Considering the turning point in which all European countries need to democratise access to our heritage in order to support diversity, inclusivity, creativity, and critical engagement in education and knowledge sharing [4], the already outputs foreseen by the project should be very important. The REMEMBER partnership and the new Adrijo network should assess new experimentation in strengthening the capacity for innovation and promoting the use of digital technology and expertise, improving our cultural institutions role in telling our European stories. In particular it is mandatory to constitute permanent networks in which public institutions cooperate and involve the private sector in digitising cultural material, in order to increase online accessibility of European cultural heritage and boost growth in Europe's creative industries [8].

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## Presentation to the 42th International Conference of Representation Disciplines Teachers - Congress of Unione Italiana per il Disegno

PP10 UNIVPM

Messina, 16-18 September 2021

### Abstract



42° Convegno Internazionale  
dei Docenti delle Discipline della Rappresentazione  
Congresso della Unione Italiana per il Disegno

### L'Adriatico come accesso alla cultura tangibile e intangibile dei porti: il *Virtual Museum* di Ancona

Paolo Clini  
Ramona Quattrini  
Romina Nespeca  
Renato Angeloni  
Mirco D'Alessio

#### Abstract

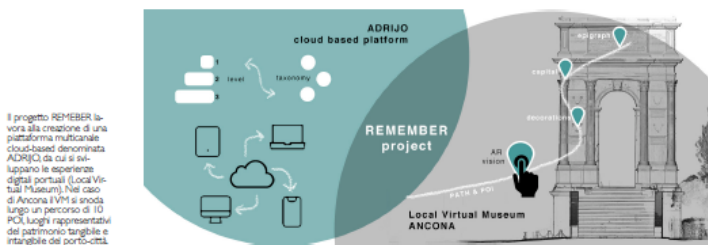
Questo contributo racconta dell'Adriatico come porta di accesso al patrimonio tangibile e intangibile dei porti che vi si affacciano. Il lavoro si inserisce nel progetto Interreg IT-ITR REMEMBER, che mira a creare una rete per la valorizzazione congiunta di otto porti-città in Italia e Croazia (Ancona, Ravenna, Venezia, Trieste, Fiume, Zara, Spalato, Dubrovnik).

L'obiettivo del lavoro è promuovere il patrimonio culturale marittimo come leva per lo sviluppo sostenibile dei territori: Adrijo è il nuovo network, che si propone di far riscoprire i valori legati alla relazione col mare, risorsa, capace di generare ricchezza economica, culturale e artistica.

Per la realizzazione di Adrijo è stata sviluppata una piattaforma ICT modulare e multiutente, con un approccio interoperabile e multicanale. I contenuti possono essere visualizzati in diversi modi, rendendo il sistema flessibile e scalabile. All'interno della rete sono ospitate le esperienze digitali (*Virtual Museum-VM*) personalizzate su ogni realtà locale, ma fruibili a livello globale. In particolare, l'articolo riguarda un approfondimento relativo al VM del porto di Ancona, in corso di sviluppo, descrivendone obiettivi, metodologia e stato di realizzazione.

Il connubio fra una scientifica documentazione digitale e un sostenibile sviluppo delle tecnologie di fruizione fa emergere la capacità del disegno di diventare un linguaggio efficace per la promozione dell'immenso patrimonio culturale materiale e immateriale di questi luoghi.

Parole chiave  
patrimonio culturale tangibile e intangibile, identità culturale, patrimonio culturale digitale, musei virtuali, e-tourism.



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