Del 2.2.2
Publication in thematic journals and conferences
LP – CENTRAL ADRIATIC PORTS AUTHORITY
**Project number:** 10042741  
**Project acronym** REMEMBER  
**Project Title** REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tERRitorial growth  
**Start of the project** January 2019  
**Duration** 42 months  

**Related activity:** 2.2 – Media Relations and Publicity  
**Deliverable name:** Publication in thematic journals and conferences  
**Type of deliverable** Report  
**Language** English  
**Work Package Title** Communication Activities  
**Work Package number** 2  
**Work Package Leader** ADSPMAC – Central Adriatic Ports Authority  

**Status** final  
**Author (s)** ADSPMAC  
**Version** 1  
**Due date of deliverable** 06/2022  
**Delivery date** 12/2022
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Dal porto di Ancona progetto Buon Vento

Promosso dall’Autorità di Sistema Portuale, è parte dell’iniziativa Remember che valorizza il patrimonio culturale di ottro porti italiani e croati.

Nota l’attenzione del presidente Roberto Giampier e la giornalista Carolina Capiello.

Una proposta di economia, cultura, accoglienza

Una presentazione di progetto Buon Vento sul porto di Ancona.

A. O. B. D. A. 16-01-2021

LP - ADSPMAC
Con la piattaforma Buon Vento, le storie del porto di Ancona vanno online
PROGETTI E INIZIATIVE

di redazione

Bucanero è la nuova piattaforma online dedicata alla storia e alla cultura che si innestano nei porti di Ancona, tra immagini, audios e parole provenienti dal Mare Adriatico.


It's a Mad, Mad, Mad World

exibart podcast
Con Buon Vento, il porto di Ancona va online

Il porto è un accademia aperto al mondo, è un percorso che si valorizza e si usa in vari contesti e situazioni, ma nella sua peculiarità, offre un luogo a suitable per la crescita e lo sviluppo di attività di traforo e produttivo, costruita su una base di risorse e capacità di produzione. L'economia della regione, nonostante la crisi del mercato, si è adattata e si è aggiornata ai cambiamenti tecnologici.

Buon Vento, come sempre, onorando la sua tradizione e la sua identità. L'iniziativa è stata accompagnata da una serie di mostre e eventi che hanno coinvolto enti e privati interessati al settore della navigazione e della cultura.

Cartelle della mostra

mostre ed eventi

inserto l'evento

inserti la città

in arrivo

ricerca avanzata

inaugurazioni ed eventi di oggi

inserti mostra o evento

speciali mostre in città

le più lette

ultimo notizia

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Ritaglio stampa ed uso esclusivo del destinatario, non ristampabile.
Buon Vento: le aree del sito

Prima tappa di un museo online che conoscerà gli altri porti dell’Adriatico. Il sito di Buon Vento è organizzato in diverse sezioni, ognuna dedicata ad alberi e rami, con documenti, scritture, reportage, video, fotografie. Interviste, musiche storiche di persone e luoghi: passaggi nell’accensione, affari: storici, marini, dipinti, sculture, cimeli: tratto, come esperienze che dilucono nuove prospettive e trasformazioni, punti di vista di persone (Estate Lab), cioè la ricerca e la pratica: pensare, con l’eccentricità del porto al centro dell’analisi, della riflessione, della ricerca accademica e non solo.

«Buon Vento ha un doppio progetto – ha detto l’assessore di Porto del Comune di Ancona, Ida Simoncelli, legge il lavoro in un porto in chiave diversa, articolando l’importanza del valore culturale: usa linguaggi nuovi, video, web, social, per raccontare e porre questioni e rendere questa lettura patrimonio di tutti. Arriva nel giorno in cui Ancona si gioca le possibilità di diventare la Capitale della cultura 2022 con Buon vento, il Pronto, una Capitale».
che metterà il rapporto con il mare al centro
del suo programma, ndi. Delle 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 cuore del
porto di Ancona. Ideazione, cura e testi
sono di Cristiano Coti, la storie di
Gianluca Favetta, video, suoni e
immagini di Alessio Ballerini. La voce
narrante è di Marco Mondanini.
Partecipano alla realizzazione di Buon
Vento anche locali – Istituto centrale
catalogo e documentazione Mimas,
Archivio Corrias – Comune di Ancona,
Consorzio Pastor Milano.

**TASSE**
- frequente
- iniziale

**ARTICOLI CORRELATI**
**ALTRO DALL’AUTORE**

<table>
<thead>
<tr>
<th>In Puglia, l’arte contemporanea splende nei cristalli di Salgemma</th>
<th>A San Lorenzo splendente SALAD: intervista ad Alessandro Calizza e Tommaso Zigno</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 GENNAIO 2021</strong></td>
<td><strong>14 GENNAIO 2021</strong></td>
</tr>
<tr>
<td><strong>PROGETTI E INIZIATIVE</strong></td>
<td><strong>PROGETTI E INIZIATIVE</strong></td>
</tr>
<tr>
<td><strong>Gli chef interpretano le grandi opere d’arte e gli Uffizi sono da mangiare</strong></td>
<td><strong>PROGETTI E INIZIATIVE</strong></td>
</tr>
</tbody>
</table>

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**European Regional Development Fund**

**Data 19-01-2021**
**Pagina 5 / 5**
Nasce Buon Vento: contenitore culturale del Porto di Ancona, anteprima del suo museo virtuale

Il 19 ottobre scorso, il mondo artistico è stato travolto dalle notizie dell'inaugurazione del contenu- tore culturale "Buon Vento" a Ancona, progetto che si propone come punto di arrivo di un percorso di valorizzazione della storia del porto e della città. La presenza di artisti di peso della scena internazionale, come Christian Boltanski, Giorgio Griffa e Fabio Viale, ha reso possibile un'antologia di opere che si inscrivono nella nuova realtà artistica del territorio.

Con l'inaugurazione di Buon Vento, il porto di Ancona si apre a nuove forme di espressione artistica, dando vita a un museo virtuale che si configura come un luogo di incontro tra passato e futuro. Il contenitore, una volta utilizzato per i trasporti marittimi, è stato rivisitato dal design e dall'arte, creando un全新的空间 for the appreciation of contemporary art. Il progetto è stato realizzato con la partecipazione di artisti locali e nazionali, che hanno reso possibile un dialogo tra le diverse culture artistiche.

Il contenitore "Buon Vento" è stato progettato come un punto di partenza per un percorso artistico che si estende per tutta la città di Ancona, invitando i visitatori a scoprire una serie di spazi dedicati a manifestazioni artistiche di vario tipo. La mostra iniziata a Ancona si estende fino alla galleria di arte contemporanea "Artribune", con un programma di eventi che si svolgerà nel corso dell'anno.

Il progetto di Buon Vento è stato realizzato con l'appoggio dell'Europa, che ha contribuito finanzialmente alla sua realizzazione. La cultura e la creatività sono considerati fondamentali per il futuro delle città e del territorio, e questo progetto è un esempio di come la collaborazione tra il mondo dell'arte e le politiche europee possa portare risultati significativi.

**Gli ottimi risultati di Buon Vento**

In conclusione, il progetto di Buon Vento rappresenta un passo importante nel territorio artistico della regione Marche, con il quale si configura come un punto di riferimento per la cultura e l'arte contemporanea. La presenza di artisti di renome internazionale ha reso possibile uno spazio di incontro tra le diverse culture artistiche, creando un nuovo punto di arrivo per il turismo culturale. Il progetto di Buon Vento è un esempio di come la collaborazione tra il mondo dell'arte e le politiche europee possa portare risultati significativi per il territorio.
Presentation during the 6TH PORT CITIZEN WORKSHOP

PP1: NASPA
Bilbao, 24 and 25 October 2019

The 6th Port Citizen Workshop that took place in Bilbao on October 24th and 25th 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:
  - the communication made by Assoporti; [http://www.assoporti.it/en/associazione/comunicazione/notizie/pcn-di-bilbao-2019/]
the news on port of Venice web site,


- 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 Societies, in cooperation with local Institutions and organisations, we host sport and recreational events.
Key Data of your citizen initiatives

### Social Initiatives you have recently developed

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of visitors</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>100 students, 100 recipients</td>
<td>In order to also an active participation at the route &quot;Port of Venice: Bridging the world at home&quot;, the Port Authority decided to involve the citizens through the project &quot;Academia delle Belle Arti&quot; by Vacuna lab. It was created an educational path. Thanks to the engagement of over 100 students attending the Polytechnic Institute, Venice, an immersive and engaging narrative about an object and context art and building the &quot;paesaggio&quot;. The project is connected to the Port Authority's initiative &quot;Porto Antico Contemporaneo: instances of a new look&quot; (IAP) and the &quot;Academia delle Belle Arti&quot;. It focuses on three-dimensional objects that can be admired by a pedestrian. The goal is to show how art can be used to raise awareness among children about the concept of inclusion, to build a different relationship with the urban environment. The project is called &quot;Risaperti(e) di Venezia&quot; (&quot;Port of Venice Sees Again&quot;, a space dedicated to children for educational and creative activities that allow them to &quot;see&quot; a &quot;port&quot;. In parallel, laboratory tests were performed on sea-related themes: &quot;biohotels&quot;, &quot;the role of the sea n skilled&quot;, &quot;Discovering the coastline&quot;.</td>
</tr>
<tr>
<td>2020</td>
<td>1,400</td>
<td>A new project has been launched to raise awareness among children about the concept of inclusion, to build a different relationship with the urban environment. The project is called &quot;Risaperti(e) di Venezia&quot; (&quot;Port of Venice Sees Again&quot;, a space dedicated to children for educational and creative activities that allow them to &quot;see&quot; a &quot;port&quot;. In parallel, laboratory tests were performed on sea-related themes: &quot;biohotels&quot;, &quot;the role of the sea n skilled&quot;, &quot;Discovering the coastline&quot;.</td>
</tr>
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</table>

### 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](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

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of visitors</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>700</td>
<td>The &quot;Open-air&quot; program invites a number of guided tours in the port infrastructure both at the commercial port and the passenger port, led by the Port Authority staff. The tours are organized both by train and by bus, and allow the participants to see and understand the port area and its role for the territory. The &quot;Open-air&quot; project is a particular type of guided tour specially designed for primary school students. The initiative, spread over multiple dates, welcomes the young students and other visitors at the Port Authority premises, where a lively-themed laboratory takes place in a form of a playbook for children. The event bietetmatis with an adventurous tour of the technical-aspect-based tours made available by the Coast Guard and by the Training and Marketing Societies.</td>
</tr>
<tr>
<td>2019</td>
<td>170</td>
<td>&quot;Quello in Porto&quot; project to enhance the awareness among citizens about the port area. The project involves the creation of a documentary and an exhibition to be displayed in various locations around the city, including schools and community centers. The exhibition includes multimedia presentations and interactive displays that allow visitors to learn about the history and current role of the port. The project is also supported by local artists and educators who provide workshops and hands-on activities for visitors of all ages.</td>
</tr>
</tbody>
</table>

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**European Regional Development Fund**

**Interreg Italy - Croatia**

**REMEMBER**
- 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:

  o foresaw crossovers with other cultural institutions such as the maritime museums;
  o involved the port community;
  o 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;

  o 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 at least 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, Responsible 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 kind 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
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: Naspa

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.

Programme of the event – Italian version
Powerpoint used by the PP1 NASPA’s local partner for the project - the Italian Navy
Presentation during the Universal Design Week

PP1: Naspa

Venice, 3 – 11 October 2020

- Meeting **UNIVERSAL DESIGN WEEK VENICE. CONFERENCE “UNIVERSAL DESIGN X ARCHITETTURA ACCESSIBILE, FUNZIONALE E CONFORTEVOLI 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

Progetto ReMeMBER al Propeller Club di Ravenna

Realizza percorsi turistici e valorizzazione del patrimonio storico

RAVENNA – Il progetto ReMeEMBER è stato presentato durante un workshop organizzato dal Propeller Club di Ravenna e dall’Autorità di Sistema portuale del Mare Adriatico centro settentrionale, il giorno 15 Novembre, di fronte ad una platea numerosa ed interessata. Il workshop ha illustrato in forma completa il Progetto ReMeEMBER (Reusing the Memory of Adriatic port 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 altre porti italiani e croati e si tratta proprio esponente del nuovo conteggio in questo settore del tradizionale sistema delle fluviali.
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

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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 towards 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 portal, local installations, mobile devices etc. This infrastructure enables a great number of Digital Experience (DX) that can be exploited at both national and local scale. Since the project is ongoing, the paper presents a first overview of the innovative methodology, as well as briefly introduces the DXs 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:

1 INTRODUCTION
Digital tools have demonstrated to be an enabling process, not a solution [7]. As several aspects in digital humanities, economic operators, private tourist stakeholders, digital is a stimulus.

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Trieste, 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 digitalisation, both tangible and intangible cultural heritage is involved in a digitalisation process in order to guarantee a huge and significative data collection for exploitation and preservation of the involved sites identity. In fact, preservation is a mandatory step for promotion, as well as these actions are a form of projection beyond the current state to the future development directions [6]. The ports-marinas constitute a cultural heritage that is continuously requested 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 reminds 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. These concepts are condensed in the brand of the Network in and in its name ADRIJO. Ardeo joins the Adriatic Sea. It combines the Italian word ADRIATICO with the Croatian word JADRIANSKO. The new brand constitutes an invention, it is the result of a cognitive and creative process, the result of a linguistic construction that unifies, by mean of the language, the two methodologies.

2 METHODOLOGY

The mainstream upon which will be built the exploitation of the SIE-MEMBERS 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 (telephones, 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, audiovisual 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 CM-related repositories. This approach allows interoperability between different platforms (on site, online, mobile) and between different users (augmented usability of methodologies 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 platforms;
- 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 tasks. 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 engaging and engaging products and platforms, which allows users to learn about cultural heritage and social history while experiencing more stimulating, emotional and interactive experiences. However, the design of digital technologies requires a strategic vision that allows for the technological elements to be cohesive and coherent in a coherent plan of communication between 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 the potential to enhance the cultural assets found in a user-centered perspective. The digital experiences allowed by the project are briefly summarised in 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 researchers and user communities. The platform is adaptable in designing applications, 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 advantages 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 real-time and constantly changing pieces of information. The platform will enable users to look for specific content on the website and/or mobile applications. All contents developed by the partners during the project will be made accessible on both the website and mobile applications. A major challenge in the development of the platform is the integration of the design phase and usability validation, in the mobile applications, in the multi-technological 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 forward content closer to the user. In this way it will also automatically become the local version of the VM, trying to maximise the usability of the interface and not requiring the user to use too many means and steps. In addition, it is worth mentioning 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 (view) linked together, visible at 360° in immersive mode, and enriched by other metadata (popup), e.g. texts, sounds. 3D images and videos. A simple graphic interface allows to enjoy the 360 experience for all users, also not experts or not digitally friendly users (e.g. google maps, with few control and global zoom). 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 DPE in the local level of the VM, in particular in a virtual tour, the UNIVPM unit is analysing and studying the adaptation of an hybrid form of geo-located contents displacement, merging also AR/Vision-based tracking, as summarised in Figure 3. Finally, 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 display 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 (DPE). The user of ADRiJO has an active role for the production and fruition of the DPEs.](image)

3 PROSPECTIVE OUTLOOK

The pandemic scenario depicted new challenges for virtual museum 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 platform of stakeholders 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 experiences 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 [6].

ACKNOWLEDGMENTS

The project here presented is funded under the Interreg T7-IT programme 2019-2021, Application ID 10047741. The content of this document reflects only the author’s view and the Programme
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REFERENCES


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

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

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Abstract

Questo contributo racconta dell'Adriatico come porto d'accesso al patrimonio tangibile e intangibile dei porti che si è effettuato il laboratorio di ricerca nel progetto INTERREG VII A “REMEMBER” (Ricordi e Memorie: I Patrimoni Culturale della Sardegna, di Trieste, di Venezia, di Pescara, di Bari, di Capo di Biggi).

Lo scopo dell'articolo è promuovere il patrimonio culturale e marittimo come luce per lo sviluppo sostenibile del territorio Adriatico e di tutti i suoi porti che si impone di essere preservato nei diversi modi che, con il progresso, si stanno dando. Il progetto (INTERREG VII A “REMEMBER”) mira a realizzare un approccio professionale e multimediale che fonda la cultura e la storia con il turismo turismo, con un approccio interdisciplinare e innovativo. Il progetto on line è stato realizzato con un approccio innovativo e multidisciplinare. L'obiettivo è stato realizzato attraverso una serie di attività che coinvolgono tutte le parti coinvolte, con un approccio interdisciplinare e innovativo. Il progetto on line è stato realizzato con un approccio innovativo e multidisciplinare. L'obiettivo è stato realizzato attraverso una serie di attività che coinvolgono tutte le parti coinvolte, con un approccio interdisciplinare e innovativo. Il progetto on line è stato realizzato con un approccio innovativo e multidisciplinare. L'obiettivo è stato realizzato attraverso una serie di attività che coinvolgono tutte le parti coinvolte, con un approccio interdisciplinare e innovativo.