



# REVIVAL

Revitalization and Reuse  
of the lost heritage in the  
Adriatic landscape



*LET THEM  
LIVE AGAIN!*



European Regional Development Fund

---

## WHO WE ARE

In all the Italian and Croatian cities there are many dismissed areas, buildings and industrial complexes lying in a state of neglect and decay. REVIVAL includes the result-oriented approach consisting of realization of small works, organization of artistic and creative events, promoting a new tourism offer, joined by a common joint cross border brand and linked to a Cultural Route and searching for potential private investors for wider future projects of reuse.

### LEAD PARTNER:

Municipality of **Forlì**

### PROJECT PARTNERS:

Municipality of **Campobasso** / Municipality of **Cesenatico** / Municipality of **Pesaro** / Municipality of **Rijeka** / Municipality of **Zadar** / **Public Institution RERA S.D. for coordination and development of Split-Dalmatia County** / **University of Zadar.**

**REVIVAL** is funded by **Interreg Italy-Croatia Programme.**

**Interreg** is one of the key instruments of the European Union (EU) supporting cooperation across borders through project funding. Its aim is to jointly tackle common challenges and find shared solutions.

The **Italy-Croatia Programme** enables to exchange knowledge and experiences, to develop and implement pilot action products and services, to support investments by creation of new business models, to test the feasibility of new policies, having as the final aim the improvement of the life quality and conditions of more than 12,4 M citizens living in the Area.

## REVIVAL

Revival is a cross border project represent a fertile and useful multi-stakeholders and multi-level platform to share and exchange information and find new solutions to safeguard and valorise on sustainable basis the enormous tangible heritage of the '900 in the Adriatic.

## OVERALL OBJECTIVES

Reach a higher level of sustainable economic and territorial development in the cities/areas involved, by exploiting in a smart way the lost cultural heritage of the '900, while preserving it and increasing its value.

## SPECIFIC OBJECTIVE

Transform lost heritage of '900 in an attractor of creative people&cultural/tourism.

## OUTPUTS

**The main outputs of REVIVAL project will be:**

- Digital Documentation Centre on lost heritage of '900 will be a permanent tool at disposal of PPs that will then managed & updated on basis of a partnership agreement.
- Model wich is usable by any other area having a similar lost heritage in the Adriatic Region and elsewhere in Europe.

## KEY PROJECT NUMBERS



**PROJECT DURATION**  
01/01/2019-30/06/2021



**TOTAL BUDGET**  
1.825.035,00 €



**NATIONAL CO-FINANCING**  
273,755 €



**ERDF**  
1.551.279,55 €



**REVIVAL will develop methods and tools to revitalise dismissed areas, buildings (e.g. summer camps, schools, barracks, military fortifications) and industrial complexes, with an architectural and historical meaning, representing remarkable examples of industrial archaeology, rationalist and modernist architecture.**

## 6 TARGET GROUPS

- **General public** within the cultural and creative industry as well as the environmental and tourism sector)
- **Local, regional and national public authorities**
- **Cultural and natural heritage management bodies**
- **Regional and local development agencies, enterprises (in particular SMEs**
- **NGOs**
- **Education and training organisations as well as universities and research institutes**

## APPROACH

**REVIVAL will tackle the issues listed through a resultoriented approach consisting of:**

- Realization of small works to clean and make accessible (with sufficient safety standards for users and visitors) the buildings/fortifications of public property and in an acceptable status;
- Organization of artistic and creative events hosted in the dismissed buildings/areas concerned (made accessible through the small works mentioned above), to attract creative people and trourists as well as to raise the awareness and attention of local communities, policy-makers and potential investors on the lost heritage concerned;
- Promote a new tourism offer, joined by a common joint cross border brand and linked to a Cultural Route of the lost heritage of, 900 in the Adriatic to attract cultural tourists;
- Search for potential private investors for wider future projects of reuse.





**Interreg**  
**Italy - Croatia**  
**REVIVAL**

European Regional Development Fund



EUROPEAN UNION

---

## DISCOVER MORE ABOUT REVIVAL



[www.italy-croatia.eu/web/revival/](http://www.italy-croatia.eu/web/revival/)



[Revival - Interreg Italy-Croatia](#)



[revival\\_interreg](#)



[REVIVAL - Interreg Italy-Croatia](#)



[@InterregREVIVAL](#)



[REVIVAL Interreg Italy-Croatia](#)

---

## PROJECT PARTNERS



COMUNE  
DI FORLÌ



COMUNE DI  
CAMOBASSO



COMUNE DI  
CESENATICO



COMUNE  
DI PESARO



GRAD  
RIJEKA



GRAD  
ZADAR



SVEUČILIŠTE  
U ZADRU



PUBLIC INSTITUTION  
RERA S.D.