

REVIVAL

WP4

D.4.2.1. Cross-border programme of artistic-cultural events within a common cross-border joint brand

WP Coordinator Municipality of Forlì

All PPs involved

Final version – public document

October 2021

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Introduction

Within a common set of criteria agreed at cross-border level, in each city/area involved in REVIVAL a multi-stakeholder working group has selected one pilot site/place to become the showcase of the strategy to valorise the lost heritage of '900.

In parallel to prepare and put in safety the selected site, PPs have been involved in two complementary activities:

1. The study a common joint brand (motto, logo) to mark lost heritage of '900;
2. The plan and implementation of at least 1 cultural/artistic temporary event

The main goals of these events are:

- drawing attention of policy-makers, regional/local communities , potential investors on a heritage too often neglected and forgotten, in spite of its historical & architectonical value, as well as its potential reuse for cultural and touristic purposes;
- demonstrating that a light and gradual reuse, not requiring immediate big investments, is possible by hosting temporary cultural-artistic events capable to attract a public of residents and tourists;
- laying down basis for a new cultural tourism offer, based on fruition of testimonials of complex history of '900.

Executive Summary

Each PP has planned and organized an artistic/cultural event to take place in the dismissed site selected for partial renovation.

The type of cultural event has been outlined by each project partner, as well as the artist to engage, the public to invite and how to advertise the event.

One of the main goals was to draw the attention of policy makers and potential investors on the state in which is lying the architectonical/cultural heritage concerned, fostering the acquisition of further funds to allow a more complete renovation of the project buildings,

Under the new common brand that unifies all selected sites on a new shared logo, PP have set a calendar of event where Revival achievements have been illustrated to the public and potential investors.

A cross-border calendar, shown in appendix, is the result of the consortium effort.

LP - Municipality of Forlì



Location

Cinema Teatro Odeon at Ex Gil, Viale della Libertà - Forlì

Date of the event

08/10/2021

Time of the event

6,00 pm – 8,00 pm

Type of the event

Musical event

Title of the event

Carta Bianca a Danilo Rea

No of participants expected

80

Max no of participants admitted

80

Type of admission

Admission by invitation and free. The invitation has been addressed to potential investors interested in revitalization of the former Cinema Teatro Odeon, local stakeholders and remaining seats will be made available to interested citizens.

Event promotion

The event has been promoted on the social channels of the project and on those of the Municipality of Forlì. A minor part of the promotion took place in social newspaper and through the display of some posters in the city. In addition, a summary video clip of the event has been created and distributed on social channels to make the initiative known to all people unable to participate for the limited number of places due to the anti covid legislation.

Coverage of the event

Press conference and press release to be held a few days before the event.

Local stakeholders involved/invited

- Institutions
- Local enterprises
- Famous citizens
- University
- Authorities
- Professional associations
- Clubs
- Press

PP1 Municipality of Campobasso



Location

Campobasso, Casa della Scuola (School House) - Via Roma 41, 86100

Date of the event

10/12/2021

Launch event with Info Day: 10th December 2021 – 9 more events are organised between 12 and 30 December.

Time of the event

Event on 10th December, at 17.30 - music concerts and films in the evening

Type of the event

10 cultural events will be organized between 10 and 30 December 2021, including a first launch and info day, in the backyard garden and at the main entrance space. The events will be: 4 music concerts, 3 books readings/presentations and screening of 15 films in total (for children, and for all), photo exhibition on dismissed buildings.

Title of the event

The School House is open again

No of participants expected

About 75 participants for each event

Max no of participants admitted

The backyard garden can host about 75 participants per event. The max number will also depend on the possible restrictions due to the pandemic situation.

Type of admission

Free event

Event promotion

Posters, roll-up, flyers, local agencies, tourism platforms, internet promotional campaign, etc.

Coverage of the event

Press releases, Local TV channels, press conference, articles on newspapers, etc.

Local stakeholders involved/invited

Young people; children and school students; experts of arts and people interested in culture; urban tourists.

PP2 Municipality of Cesenatico



Location

Former Laundry
Viale Cecchini 65
Cesenatico

Date of the event

19/12/2021

Time of the event

18:00

Type of the event

Exhibition

Title of the event

A show at a revitalized Old Washhouse

No of participants expected

100

Max no of participants admitted

100

Type of admission

FREE

Event promotion

The event advertised on local press, through municipality social media pages and institutional website

Coverage of the event

A communication of the event released to local press

Local stakeholders involved/invited

Local government, experts of arts and people interested in culture; local tourists; local citizens, local authorities, media representatives

PP3 City of Pesaro



Location

Scuola Elementare di S. Marina Alta, Strada di S. Marina 26, Pesaro, Italy

Date of the event

28/12/2021

Time of the event

17:30-20:30

Type of the event

Musical Event

Title of the event

Cantautori italiani del '900 al Parco San Bartolo

No of participants expected

40

Max no of participants admitted

40

Type of admission

Free Event

Event promotion

Official Channels of the Municipality of Pesaro

Coverage of the event

Local and National Newspapers, Regional TVs

Local stakeholders involved/invited

Cultural institutions, Tourism Boards and companies, Municipalities around Pesaro, Schools

PP4 City of Rijeka



Location

Underground bunker Katarina B

Date of the event

17/12/2021

Time of the event

10:00-13:00

Type of the event

Historical sightseeing and exhibition of old photographs; theatrical event with local group; musical event with klapa

Title of the event

Rediscovery of the Alpine Wall

No of participants expected

50

Max no of participants admitted

50

Type of admission

invitation

Event promotion

As event is limited in number, sent personal invitations, some people were orally invited.

Coverage of the event

TV, newspaper, portals, press conference, social networks

Local stakeholders involved/invited

Local government, school representatives, media representatives

PP5 CITY OF ZADAR

First Event



Location

Underground bunker C-47

Date of the event

18/12/2021

Time of the event

09:00-20:00

Type of the event

Adventure – bike route connecting the bunkers

Cultural – poetry reading

Fun – treasure hunt for children

Musical - concert

Title of the event

Rediscovery of the lost heritage of '900

No of participants expected

200

Max no of participants admitted

200

Type of admission

25% invitation – 75% free admittance

Event promotion

Personal invitations sent. Some written others communicated orally. Also advertised in local papers and portals so any wishing individual can attend

Coverage of the event

TV, newspaper, portals, press conference, social networks

Local stakeholders involved/invited

Local government, school representatives, local guides, media representatives, individual guests

Second Event

Location

Kapetanski Park/Bastion Citadela

Date of the event

18.09.2021

Time of the event

17:00-20:00

Type of the event

Movie screening “Zadarski memento”; movie made at the end of World War I, when a poor village young man named Krševan commits murder in self-defense and to save his life flees to Zadar, which was ruled by Italy. He experiences the fate of an émigré, crucified by a longing for home and a beloved girl, suffering blackmail from the Italian authorities.

With many people from Zadar taking part in the movie it is a great introduction to the October event when underground bunker C-47 will be open to public.

Title of the event

Zadarski memento - a look back into history

No of participants expected

100

Max no of participants admitted

100

Type of admission (through invitation, payment of a fee, free event , etc)

50% invitation – 50% free admittance

Describe how the event will promoted to attract audience

As event is limited in number, sent personal invitations, some people were orally invited. Also advertised in local papers and portals so any wishing individual can attend

Coverage of the event

TV, newspaper, portals, press conference, social networks

Local stakeholders involved/invited

Local government, school representatives, local guides, media representatives, individual guests

PP6 RERA SPLIT



PP6 RERA organized a Wine&Gastro fair called “Crljenak i rođaci” (e.g. Crljenak and relatives) with the goal to promote a Crljenak wine thought as a forgotten tourist resource which has a great potential for revitalization and valorisation. Wine Crljenak and Agricultural Cooperative Kaštela COOP occupy a special place in the local identity and represent a kind of natural heritage monument because centuries knowledge about growing vines was passed from generation to generation. It represents a valuable resource with enormous potential for sustainable touristic development. Wine&Gastro Fair has a goal to join all Kaštela’s winemakers and contribute to further economic, cultural and tourist development and make pilot site as a meeting place for wine lovers and Kastela gastronomy

Location

Kaštel Stari

Part of event took place in suitable open space (due to COVID restrictions) while part of event took place in the garden of Agriculture Cooperative.

Date of the event

Fair is planned for period from 11/11/2021 to 13/11/2021

Time of the event

In accordance with epidemiological restrictions. Suggestion for Fair working hours is 12:00-20:00.

Type of the event

Wine&Gastro Fair

Title of the event

Crljenak i rođaci (Crljenak and relatives)

No of participants expected

20-30 exhibitors and around 15 creative individuals.

Max no of participants admitted

Depending on current epidemiological situation.

Type of admission

Entrance in Fair is free. Number of visitors will be defined in accordance with epidemiological situation.

Event promotion

Fair will promoted trough project social media accounts, TV reportages, radio, portals and websites.

Coverage of the event

Event covered by TV reportage, radio, portals, websites and social media accounts.

Local stakeholders involved/invited

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

Appendix

Revival

Interreg
Italy - Croatia
REVIVAL

EUROPEAN UNION

CALENDAR OF EVENTS

- Forlì**
8/10/2021
Carta Bianca a Danilo Rea
Cinema Theater Odeon – ex GIL
- Campobasso**
10/12/2021
The School House is open again
School House
- Zadar**
18/12/2021
Rediscovery of the lost heritage of '900
Underground bunker C-47
- Pesaro**
28/12/2021
Italian singers of '900 at San Bartolo
Ex Scuola Elementare Marina Alta
- Zadar**
19/09/2021
Zadarski memento - a look back into history
Bastion Citadela
- Split**
11/11/2021
Crijenak i rođaci (Crijenak and relatives)
Kaštel Stari
- Rijeka**
17/12/2021
Rediscovery of the Alpine Wall
Underground bunker Katarina B
- Cesenatico**
19/12/2021
A show at a revitalized Old Washhouse
Former Laundry

Let them live again