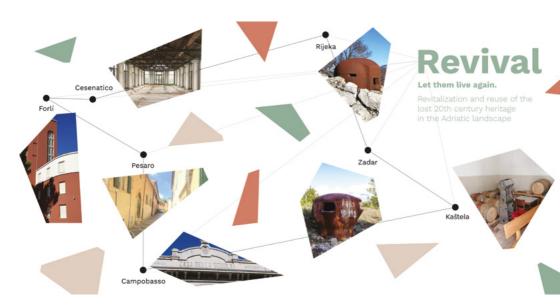


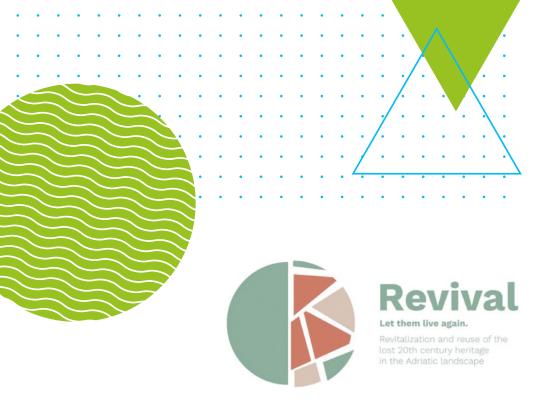
REVIVAL

Revitalization and Reuse of the lost heritage in the Adriatic landscape









Revitalization and Reuse of the lost heritage in the Adriatic landscape

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REVIVAL

REVIVAL is a cross border project represent a fertile and useful multistakeholders 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

Make natural and cultural heritage a leverage for sustainable and more balanced territorial development.



ERDF 1 551 € m



TOTAL BUDGET 1.825 € mln

OUTPUTS

- 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.

FUNDS

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

6 TARGET GROUPS

- General public
- 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

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.

WHO WE ARE

In all the **Italian** and **Croatian** cities and towns involved in REVIVAL, there are many dismissed areas, buildings (e.g. summer camps, schools, barracks, military fortifications) and industrial complexes lying in a state of neglect and decay. This is an almost totally **lost heritage**, that today must be re-discovered, revitalized and reused for multiple reasons. REVIVAL will allow to transform the lost cultural heritage in a leverage for a sustainable and more balanced territorial development, in which a relevant abandoned man-made heritage will play a central role. As the starting point is clear, the change that REVIVAL will introduce is to put at the center of attention of regional and local communities and potential investors the lost heritage concerned and try to find for it creative and sustainable solutions.



LEAD PARTNER

Municipality of Forlì

PROJECT PARTNERS

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



COMUNE DI FORLÌ



COMUNE DI CAMPOBASSO



COMUNE DI CESENATICO



COMUNE DI PESARO



MUNICIPALITY OF RIJEKA

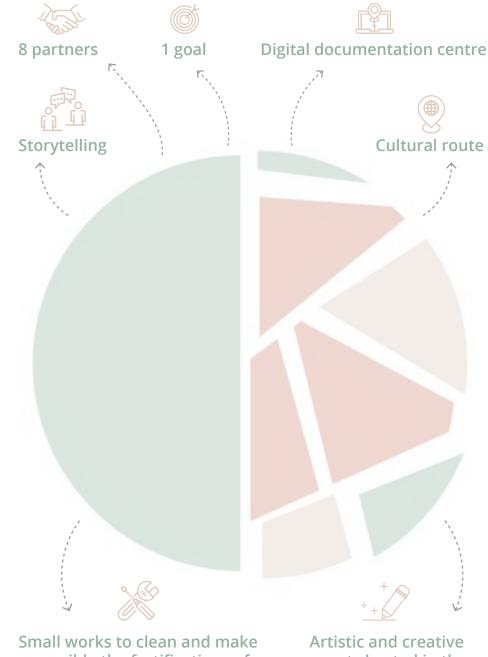


MUNICIPALITY OF ZADAR





PI RERA S.D.



accessible the fortifications of public property

events hosted in the dismissed buildings

Digital Documentation Centre on lost heritage of '900 which represent a permanent tool at disposal of PPs and will be managed & updated on basis of a partnership agreement.

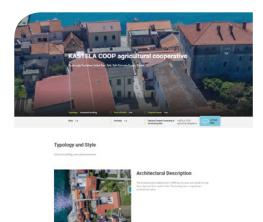
Storytelling – social and cultural activity of sharing stories with improvisation, theatrics embellishment in goal of cultural heritage promotion.

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.

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.

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.









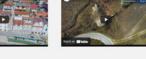




















Digital documentation centre



Under the REVIVAL project, an interactive and informative website has been launched representing the achievement of important project goals - documentation and visual presentation of all sites suitable for revival in the Adriatic landscape. The University of Zadar as a scientific partner played a major role in this process, with their creation of catalogue maps and guidelines that designed the

Digital Documentation Centre.
Visitors can now discover project
areas in Italy and Croatia, while
information about each forgotten
building, industrial complex or
fort can be obtained through
a list of categories or location
maps while browsing photo and
video galleries. In the last phase,
at the website were presented a
modern feature which provides an
interesting virtual tour along with
stories of major sites that got a new
purpose as part of the REVIVAL.

The University of Zadar created catalogue cards and guidelines with criteria and categories for each partner, which helped to design the **Digital Documentation** Centre - an interactive website with **all locations** and **facilities** in the REVIVAL project area, both in **Italy** and **Croatia**. Catalogue cards ensured that project partners would gather basic information about each site and add archival documentation, secondary sources (such as newspapers and publications), videos, photographs and explanations of potential new cultural tourism offerings in selected buildings and sites.

As a scientific project partner, the University of Zadar first prepared detailed guidelines that helped to identify and select sites suitable for revitalisation. It was required that they be built in the 20th century, on the site of what was once a building or a ruined architectural complex. These sites were somewhat forgotten - no memories of them in the local community, no personal stories and memories of individuals, completely or partially abandoned, redecorated (such as former schools, prisons and sacral buildings), partially preserved or upgraded, and

they were supposed to be used for ceremonies, manifestations, traditional art and other processes of intangible cultural heritage. Myths, folk legends, stories, and curiosities also play a big role, because based on them and other previously mentioned criteria, desirable tourist products can be created. Given that the sites themselves cannot attract tourists or investors, without an appropriate context, they are not interesting enough for the general public either.

The Digital Documentation Centre contains all the lost heritage of the **Adriatic landscape** so that visitors

can see and explore it. Thanks to the University of Zadar, the website contains information about every forgotten place: from summer camps, schools, and cinemas, to bunkers, forts and industrial complexes that have architectural and historical significance. While pointing out the main goals of the REVIVAL project, the website has several segments - a list of locations, a map of locations, cultural routes and video galleries, allowing for a digital walk in just a few clicks.

The list of sites is divided into two main categories (Croatia and Italy), while each neglected heritage site is



CULTURAL ROUTES (ON THE LOST HERITAGE OF '900)

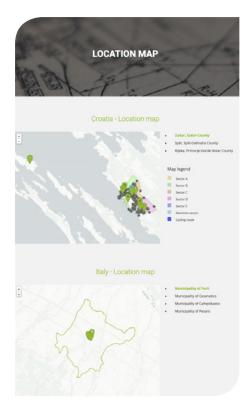


linked to its geographical areas - the Croatian cities of Zadar, Split and Rijeka and the Italian municipalities of Forlì, Cesenatico, Campobasso and Pesaro. With one click, visitors can access each site and learn key information such as typology, year of construction, original name, building style, architect and owner, followed by thorough explanations of typology and style, architectural description, historical and urban context, and the potential for new tourist offers. There are also photo galleries available for everyone that show the sites and give a visual display of the lost heritage.

On the other hand, the **location** map provides a more interactive approach that allows project areas to be explored via satellite image, which gives a perception of proximity of each place. From there, clicking on the location, you can get a detailed description of each building, area, and industrial complex. Finally, every visitor to the REVIVAL website can view a video gallery filled with content created under the project, while those who want to know more can fill out the contact form to get in touch with project representatives.

The Digital Documentation Centre also has a great feature, with videos of the main locations displayed in the form of an **interactive virtual walk**. This website is the first step towards reviving neglected areas, buildings, and industrial complexes in the Adriatic area. By cataloguing and presenting them to the public, these areas are being explored, and while learning about them, they are also revived in the memories of the local population. This way they acquire new purpose and become safe from oblivion.

The University of Zadar has contributed to the construction of the Digital Documentation
Centre and now manages its online archive. However, even when the REVIVAL project ends, the University of Zadar will continue to operate this website for scientific purposes, while the Digital Centre will remain in the hands of all 8 partners who will use it as a structured framework for the cultural route of the forgotten 20th century heritage.





What we have done





PILOT SITE: Cinema Theatre Odeon

"Casa del Balilla" in Forlì was designed by Architect Cesare Valle and built between 1933 and 1935.

The building is divided into different sections placed leaning onto each other and characterized by different uses. The first construction was entirely completed, with the exception of the former swimming pool area. The second one included the swimming pool and the eastern part of the building.

Cesare Valle created a modern complex with gyms, swimming pool, outdoor sports facilities, offices, a library, classrooms and a theatre.

Other changes were made after the war: the corridor between the culture and the sport area was closed, the access staircase to the cinema gallery was constructed, while some windows were bricked up.

In 2010 the Municipality of Forlì started renovating the building in cooperation with Studio Valle Design in Rome, founded in 1957 by the sons of the original designer.

Active until 2007, the former Cinema Theatre Odeon, nowadays is at the centre of the project to create the "Sala della Musica" (Music Hall), an auditorium with 400 seats.





Activities implemented

The Municipality of Forlì selected Cinema Theatre Odeon, formerly called Gil, as the building to be revitalized and secured to host its artistic-cultural events. The Municipality drafted a local plan to implement the necessary works to permit an audience of around 100 people to participate at the event organized in conjunction with another initiative, called ArtBonus, whose purpose is to renovate dismissed buildings in the Municipality. The event took place on 8th October 2021 with the performance of jazz pianist Danilo Rea taking place after the



presentation of REVIVAL to the public. At the same time, ArtBonus fundraising initiative was launched, involving possible local investors to provide funding for the restoration of a dismissed building within the area. Municipality of Forlì has also contributed by reporting about this success and enabling a media coverage.





PILOT SITE: Ex School House

The former School House "E. D'Ovidio" is located in a privileged urban part of Campobasso, in the "area Murattiana" of the city. The construction of the School House started around the 10's of the twentieth century. In the period 1915-18 the Austro-Hungarian war prisoners were used as labour force, and from November 1917 to September 1918, the building was occupied by the military authorities for the preparation of a military hospital. The Mayor of Campobasso

officially took office on September 30th, 1919. Since then, it has been known as the **Folk School of Campobasso**.

From an architectural point of view, the school can be considered as one of the most important buildings of the city. With its rectangular plan it spreads over four functional levels. At the ground floor, in the former school canteen, there are offices. The mezzanine and the remaining floors housed the classrooms used for educational activity – together with the impressive central **Aula Magna (Grand Hall)**.





Activities implemented

The REVIVAL project made it possible to carry out some **restructuring** works, like **renovation of the** main entrance hallway and of the asphalt square in the courtyard, for the conduction of cultural activities.

In order to valorise the building, we conducted a set of interviews with key representatives, created a **storytelling app** and organised a set of events taking place from 10th December until 30th December: a photo exhibition "Liberi e uguali" (Free and equal) by Mario Folchi; 3 musical performances; screening of 6 movies for children; 4 book presentations; and 3 puppet shows for children.

A cultural pathway to discover the architecture of the twentieth century will be proposed to tourists and citizens. The Route will start from the railway station and include several buildings including the Covered Market and the School House, up to Palazzo di Penta: this pathway will allow for the valorisation of the School House and other historical buildings from the XX Century.











PILOT SITE: EX LAVATOIO (1913-1914), Viale Cecchini

It was designed by engineer Amilcare Zavatti (1869-1939) as technical chief of the Municipality of Cesenatico. Other important public buildings were also designed by him in Cesenatico and Cesena.

The project of the **washhouse** was approved by the Municipality of Cesenatico in February 1912. Its construction began in 1913 and ended in March 1914.

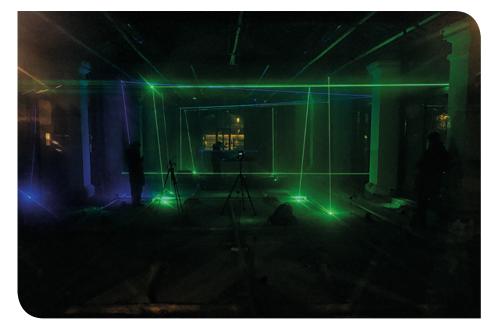
In May 1914, a supplementary project for drilling of an artesian well was approved.

The new washhouse started operating in 1915 after the approval of the Regulations of use (08 February 1915) and the Tariff of use (08 April 1915) by the City Council.

At the time the wash house was state-of-the-art as it housed a steam disinfestation. The complex consists of two one-story buildings mainly used for disinfection and baths and of a long shed containing washing baths.

It is located in Cesenatico and is easily inserted into the cultural, historical and tourist path connected to the canal port. The building has not undergone substantial changes and is now in disuse.





Activities implemented

characteristic structure (a long, glass pavilion and two small houses joined by a closed canopy) lends itself to a multipurpose use, aimed in particular at activities of educational and creative workshops connected to already present museum and cultural offer (e.g. Marine Museum, Library, Antiquarium etc.) and small exhibition/creative events (temporary exhibitions, performances, meetings, etc.)

The former Washhouse, with its

The building will be connected to the existent **Marine Museum**, for



which the building will serve as separate section to host specific temporary exhibitions. The former Washhouse will also **host the precious nativity statues**, used during Christmas time for the "nativity on traditional boats" along the canal port of Cesenatico, when the statues are placed on traditional boats of the Marine Museum.





PILOT SITE: Lost heritage at the Parco San Bartolo

Four pilot sites were selected:
Doctor House at Fiorenzuola,
Primary School of S. Marina Alta,
Jewish cemetery, administration
seat of Park Authority.

The Jewish cemetery stands on the eastern side of San Bartolo hill, overlooking the sea, with about 150 funeral monuments.

The building at Fiorenzuola di Focara hosts the old doctor's house, probably erected on a former structure. It has been considered a building of historical and architectural interest. Its construction took place when Fiorenzuola was an independent municipality (1861-1929).

The primary school of S. Marina Alta was built around 1935 and used as a school until 1977. The building included a school room on the ground floor, and the teacher's accommodation on the first floor.

The farmhouse hosting the seat of Park Authority was originally used as a social centre. The architectural typology is typical of rural buildings of the twentieth century, characteristic of an area with a preeminent agricultural vocation.











The following four sites with a high cultural and tourist potential were revitalised thanks to the REVIVAL project:

Former Doctor's House at Fiorenzuola di Focara; Primary School of S. Marina Alta; Jewish cemetery; Former administration seat of the Park Authority. They have been selected among a previous list of ten sites, interconnected





through a walking bicycle path, driving along the San Bartolo Park. The figure presents the routes, with stops in the four main sites (in red) and six additional ones (in blue). These itineraries are presented within the Lonely Planet publication to be issued right after the end of REVIVAL. Pesaro is a candidate City of Italian Culture for year 2024: hopefully, if selected, this label will provide the resources to complete the process started thanks to the project.





PILOT SITE: Underground bunker Katarina B

Katarina B - The World War 2 military fortification facility, built as an underground fortification consisting of a system of a total of 12 underground tunnels and strategic battle blocks (bunkers) just above the terrain line with difference in altitude between approx. 280.m.a.s.l. to 293 m.a.s.l. located on Pulac hill above Rijeka (marked "Montecroce" in old maps), with views to the north, northwest and west. From a construction point of view, this is a very wellpreserved fortification, and there has even been the discovery of electrical wires still in existence.

"Katarina B" is a unique location where all examples of combat blocks (steel and concrete), tunnels, anti-tank positions and trenches can be seen, and which shows the

Alpine Wall at its peak when there was clearly no shortage of funds or work force. Considering that from here the view extends over the whole city and its surroundings, "tourist" parallels can be drawn, as usually happens with viewpoints. For example, one of the controlled positions was Trsat which is now a famous pilgrimage destination. It would be interesting to draw a historical parallel about the development of the city on Rječina through former strategic points, through a very accessible and well-preserved story of fortification bunkers and by walking through the forest or along the already marked Rijeka promenade, a former "mulatiera", i.e. a path where people once transported goods with donkeys.

On the other (south) side there is a very good driveway with ground floor facilities that can serve as an info point with a place to rest and present everything that can be visited.





Activities implemented

In December 2021 was organized the promotion of the project "Underground fortification Katarina B" preceded by the presentation of the results of the REVIVAL project to journalists and guests. After that, the guests invited split into two groups, one went on a path of cleaned and walkable tunnels, while the other group visited the outdoor promenade, and then switched, entered the bowels of the earth where one could see, among other things, the position for a heavy machine gun, a water storage room, a food



storage room, an ammunition storage room, a power generator, an armored dome for two heavy machine guns and a watchtower. Accompanying the whole presentation was a concert of classical instruments together with catering of local authentic products.





PILOT SITE: underground shelter C-47

Underground fortifications represent the highlight of Italian military construction. In the Zadar area there are 13 such fortifications. The fortifications were buried deep in the ground and had one or more steel domes 0.8 cm thick. They were manufactured in Genoa and delivered to Zadar in one piece, where they were attached to a concrete plinth and secured with steel screws, and then the domes were additionally secured with concrete reinforcement.

Each dome had **four gun emplacements**, and inside the gun
emplacements there were **shields**weighing 320 kg. **The underground shelter C-47** was used by **Italian Army** during the short so-called
April war and probably by the **German Army** from 1943 to 1944. **Croatian Army** used it during the
Homeland War (1991 – 1995). The
building is architecturally valuable
because it represents a military
construction from 20th century.
Its historical and architectural

value lies in the fact that it makes part of the Italian fortification ring constructed around Zadar in the period between the two world wars.







Activities implemented

We organized the screening of the film "Zadar Memento" as part of the INFO DAY of the REVIVAL project, inside the Rector's Palace, on Sunday, September 19, 2021, at 8 pm. The whole idea of the event was to show how important it is to preserve and revitalize different expressions of art.

On 19 November 2021 a focus group was organized by the city of Zadar, to which tourist guides as well as representatives of tourist agencies from Zadar and Šibenik County were invited, for the purpose of promoting and getting acquainted with the tourist cultural route created through the REVIVAL project, as well for additional suggestions on how the revitalized **C-47 facility** could be best valorised.



On Saturday, 18th December 2021, at the location of the revitalized C-47 bunker, we organized the **FINAL EVENT** - a press conference with the **opening of 2 exhibitions**, as well as a tour of the **new cultural tourist route**. After sightseeing of the C-47 bunker, a tourist tour with the minibus was organized, accompanied by a tour guide.

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PP6: PI RERA S.D., HR



PILOT SITE: Agricultural cooperative Kaštela COOP

A building in Kaštel Stari was chosen as a pilot area of PI RERA S.D. primarily because of the strong connection with the forgotten enological heritage, i.e. the old autochthonous, Dalmatian wine variety Crljenak Kaštelanski. The building was built in 1939 for the purpose of wine production and





storage and it played a significant role in the past and production of Crljenak. Scientific research in 2001 proved that the world-famous Zinfandel actually originates from Kaštela, i.e. that the American Zinfandel and the Italian **Primitivo** are identical to the Crljenak of Kaštela. This knowledge represents an exceptional potential for revitalization and positioning of the old Cooperative and the City of Kaštela as a centre of wine tourism, as well as for development of storytelling concept to rediscover both the abandoned building of the agricultural cooperative and the story of Crljenak Kaštelanski.

Activities implemented

The following activities have been carried out to draw attention to the importance of revitalizing neglected heritage in order to develop more sustainable tourism:

Crljenak and Relatives Wine Festival - ZinFest - an event aimed at promoting the Crljenak wine variety and the cultural heritage of the town of Kaštela, organized outside the high season with the aim of developing yearround tourism.









Pineli & Vino - a creative workshop which combines art and wine, organized in the old agricultural cooperative.

ZinFriendly certificate - a certificate with the aim of promoting a new tourist route, intended for marking top service, raising quality, and promoting and selling the Crljenak wine variety.

Crljenak Picture Book - Crljenak picture book created with the aim of promoting the storytelling story about Crljenak.

Cultural routes REVIVAL through lost heritage of 20th century

The overall objective of the REVIVAL project is to strengthen a common crossborder platform for managing and promoting sustainable tourism based on a common cultural heritage, with the aim of reducing seasonality in tourism. Consequently, through the implementation of the REVIVAL project, we have established local cultural and tourist routes connected internationally through a digital documentation center.





The local cultural and tourist route in **Zadar** developed through the REVIVAL project includes some of the **250 bunkers** located in the Zadar surroundings. Through a half-day excursion we visit the key points of defense of the city of Zadar and learn about the creation, construction and use of bunkers.

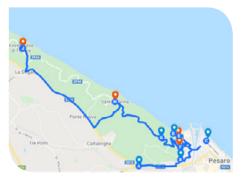






The local cultural and tourist route in **Pesaro** developed through the REVIVAL project connects the **four main sites** identified by the REVIVAL project, with a short stop at six additional interesting places related to the heritage of the 20th century. **Trail 151** is the longest in the area of San Bartolo Park, and has recently been extended, covering the entire area of the park itself, from Pesaro to Gabicce **Mare**. Considering its extensive length (almost 20 km) it is certainly the most demanding and interesting in this area.







A local cultural and tourist route in **Campobasso** developed through the project includes a tour of the **former E. D'Ovidio school building** and other historic buildings as part of the discovery of twentieth-century architecture. The route starts from the railway station, continues to the boarding school **"Mario Pagano"**

and the **Bank of Italy** on **Corso Mazzini**. It is possible to stop there at the **Savoia Theatre** and access the covered market and school building, until one reaches the former **GIL** in via Milano, a clear example of the "liktor" style. The completion of the route is in the **Palazzo di Penta** building built in 1936 thanks to the work of a Jewish architect of Polish origin.







The local cultural and tourist route **Rijeka** takes us **through the city** and its **Italian past**. The program connects several historical and cultural points of Rijeka's past not only from the period of the Italian Era

of World War II, but also from other historical periods in which Rijeka was under Italian influence. The starting point is the famous **Korzo** of Rijeka, and the final revitalized facility **Katarina B**, a unique location where all examples of bunkers (steel and concrete), tunnels, anti-tank positions and trenches can be seen, showing the Alpine Wall at the height of development.







Local cultural and tourist route by carriage developed through the REVIVAL project in Split region is based on a story about the increasingly famous Kaštela wine variety – **crljenak**, from which the world-famous **Zinfandel** developed. Through a tour of **5 key points**, we learn about the Kaštela way of life throughout history, visit the renewed **agricultural cooperative COOP** and enjoy the tastes of **crljenak**.







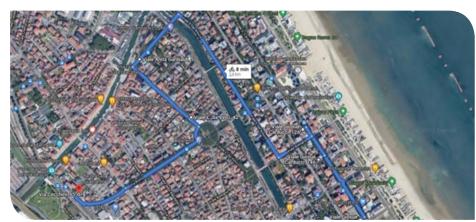


The local cultural and tourist route of Cesenatico is designed as a photo tour of town of the early 20th century. A two-hour walking tour connects 7 buildings to revive the story of the first half of the 20th century. The guide explains all the architectural styles present, and a professional photographer gives advice on photographic composition and technical details to get the best shots. The tour begins at the house from **seccession** period at Via Carducci 162 and ends with a laundromat at Via Cecchini 65 renovated as part of the project REVIVAL.







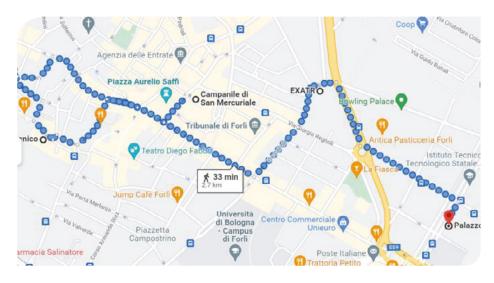




The local tourist route of Forlì starts with a visit to the Bell of St.

Mercury followed by a visit to two museums. After these rich art collections, we take visitors

to recent historical buildings such as **Ex-Atr**, a former bus stop, as well as the **former Aeronautical College.** The last stop is the **Odeon Theatre**, revitalized through the REVIVAL project where visitors learn about the importance of this facility for the cultural heritage of the city of Forlì.











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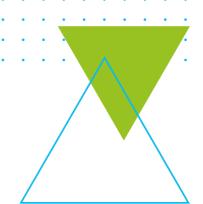












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