TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

D3.2.4 – Metadata structure for Platform and "Sail-it" map

Document control

Deliverable	D3.2.4 – Metadata structure for Platform and "Sail-it" map
Due month	M13
Delivery date	December 2020
Document status	FINAL
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Revision history

Version	Date	Author(s)	Comments
V1.0	25.11.2020	L. Laghi, M. Morganti, M. Santandrea	First Draft
	02.12.2020	P.L. Scala	Added platform interface description and mock-up

INTRODUCTION

The present document will illustrate the criteria that shall be used in order to design the "Sail-it Maps" both in the printed version and in the digital version (that will be implemented in the platform).

The elaboration of the "Sail-it Maps" will enlarge the touristic offer of the Pilot Cities that will play the role of doorways to know and visit the Adriatic port cities' history and heritage, through the creation of newly customized itineraries. The "Sail-it Maps" will build tailor-made itineraries for better exploiting Cultural Resources. Sail-it Maps will be made in two different versions: a printed version and a digital version (directly navigable and updatable on the platform). The digital version will include detailed sites information and virtual tours (suggested itineraries), in order to let choose and build to every visitor its own itinerary. These maps will be distributed capillary (the number will be tracked) also involving touristic agencies and Info Points. They will offer an itinerary through port life knowledge, from ancient times to the present. Special attention will be paid to: heritage and buildings/spaces; Natura 2000 sites bordering ports; entrepreneurial, commercial and accommodation facilities linked to ports' history and heritage protection and valorisation; citizens' stories. A QR code on the maps will redirect to the platform mapping section (digital version) where links to the project's social pages and buttons for sharing contents will be available.

The aim of the present document is to define the criteria that will be used to design the Sail-it Maps in each pilot city, by crossing the layout of Valorisation and Regeneration Potential (VRP) and Exploitation potential (EP) mapping carried out on Cultural and Natural Heritage (CNH), on which basis a set of tags and key-words will be defined, representing categories of relations among mapped assets, to be used for feeding the construction of virtual itineraries on the TEMPUS platform.

The description of the present deliverable will focus on:

- The general structure of the "Sail-it Map" layout,

- The "key elements" that shall be included in the "Sail-it Maps" for each pilot city (Ravenna, Rijeka and Solin),

- The geometrical representations of these elements (points, lines, areas)

- The optional elements that can be included by each pilot city on the basis of their peculiarities and local specificities.

Following this metadata structure, it will be possible to design the "Sail-it Map" of each Pilot City using a shared approach that will clearly show the link between each Pilot City and the water or the port history.

1. STRUCTURE OF THE DELIVERABLES

The Deliverable is structured in the following chapters:

- **Overall structure of the Sail-it Maps**: this chapter will give information about the layout of the printed version of the Sail-it Map. This information will be valid also for the Digital Version that will be directly navigable and updatable on the TEMPUS platform. Some implementations are needed in the Digital version, and they will be described in a dedicated paragraph;

- **Geometrical elements and symbols**: this chapter will give information about the geometry of the elements that will be part of the Maps and of the symbols that will be used in the legend of the "Sail-it Maps", in order to have a shared symbology among the different Pilot Cities.

- **"Key elements"**: in this chapter, the "key elements" that shall be present in each "Sail-it Map" are presented.

- **"Optional elements"**: in this chapter, the "optional elements" that could be present in the "Sail-it Map" are presented.

- **Additional information for the digital version of the "Sail-it Map"**: this chapter presents the additional information and actions that shall be implemented in the digital version of the "Sail-it Maps" that will be uploaded on the TEMPUS Platform.

1.1. Overall structure of the Sail-it Maps

The Sail-it Map shall consist of a one page document, composed on two sides that will be indicated as "Front-Side" and "Back-Side". The overall size of the Sail-it Maps will be chosen by each Pilot City. A possible size for the Sail-it Map is represented in Figure 1, where the basic unit consists in an A6 Paper Size (105 mm width x 148 mm height), while the overall size is equal to 525 mm (width) x 444 mm (height).

The **Front Side** of the Map (Figure 2) shall include the following elements that will be deeply described in next chapters:
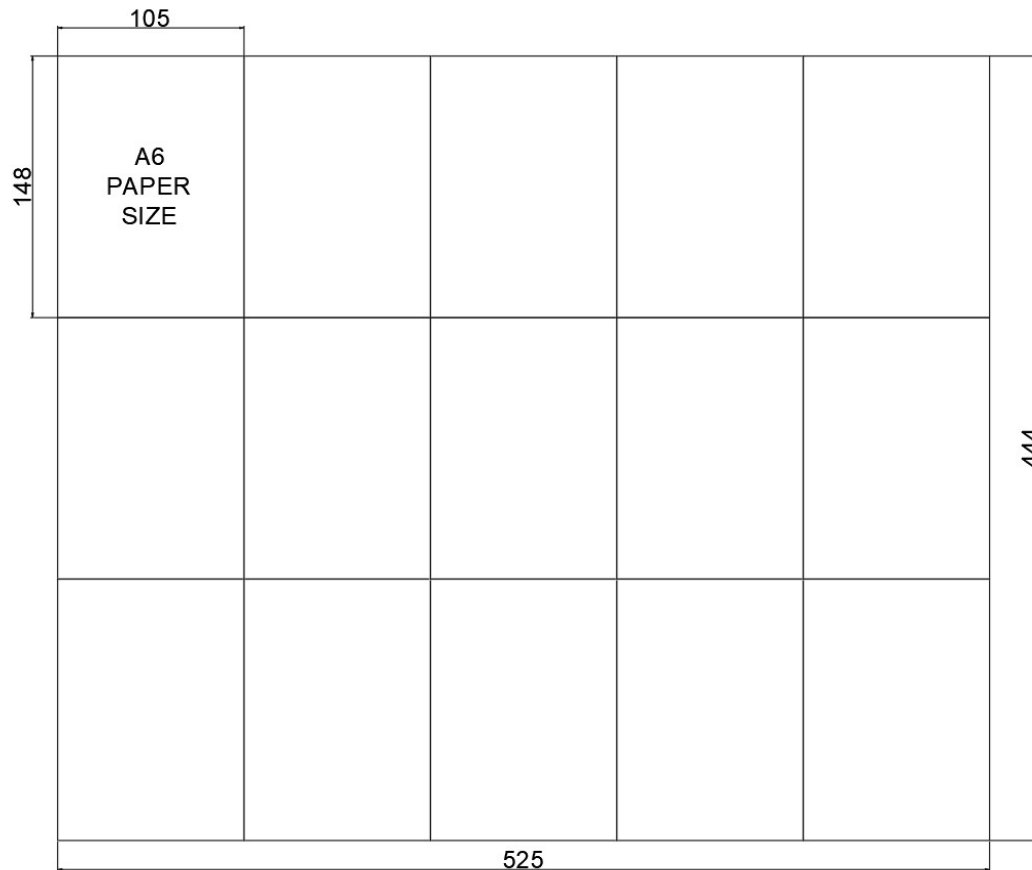

Figure 1. A possible size for the Sail-it Map.

- **"Zoomed map"** of the pilot city, that will be centered with respect to the TUAs (Temporary Uses Actions);
- **"Brief presentation of the TUA"**;
- **"5 minutes of history with respect to the water"**;
- **"Brief description of the 4 fluxes"**: Flux of Materials, Flux of People, Flux of Technologies, Flux of Cultures (with a QR code that redirects to the virtual exhibitions).
- **"Brief description of the historical eras"**: Roman Era, Late Antique Era, Medieval Era, Modern Era, Contemporary Era.
- **"Brief description of the Cultural Heritage (CH) Elements"**.
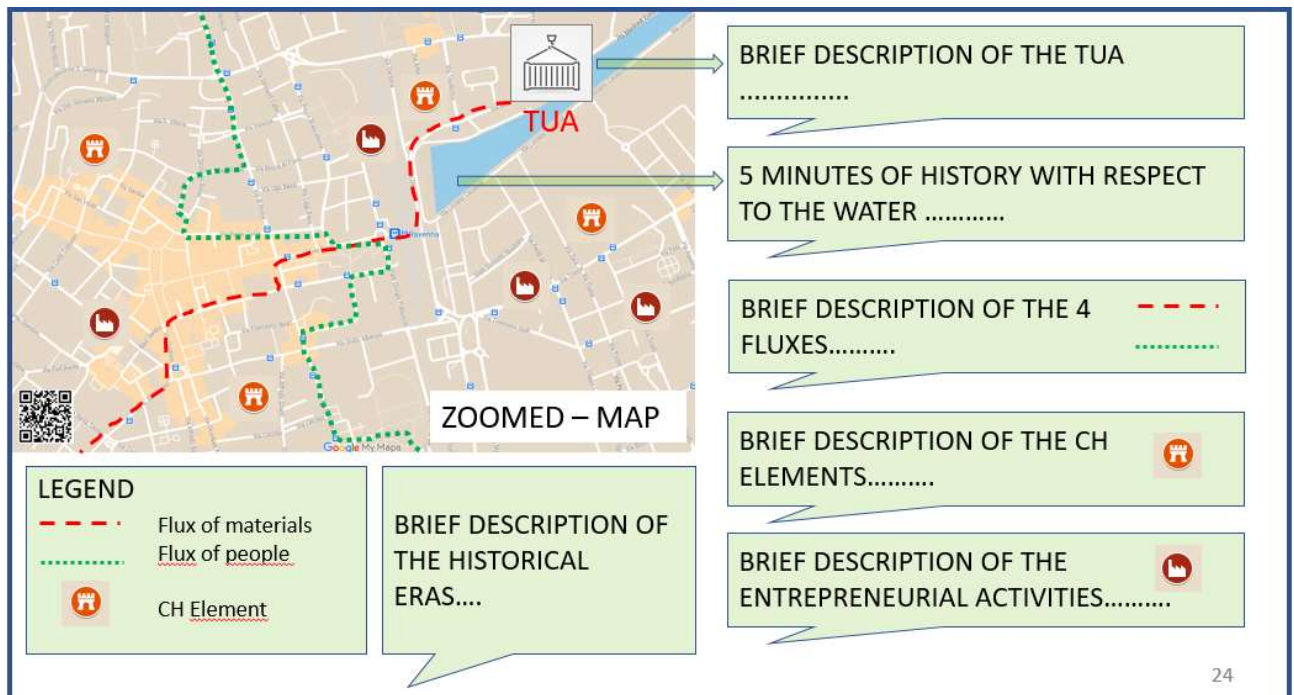- **"Brief description of the Entrepreneurial Activities"**.

Figure 2. Front-Side Layout of the Sail-it Map.

The **Back Side** of the Map (Figure 3) shall include the following elements that will be deeply described in next chapters:

- **"Extended Map"** of the pilot city local area, i.e. an extended view that takes into account also the natural areas and the points of interest surrounding the city center;
- **"Local ways of saying with respect to the water"**;
- **"How to do a boat trip in the sea?"**;
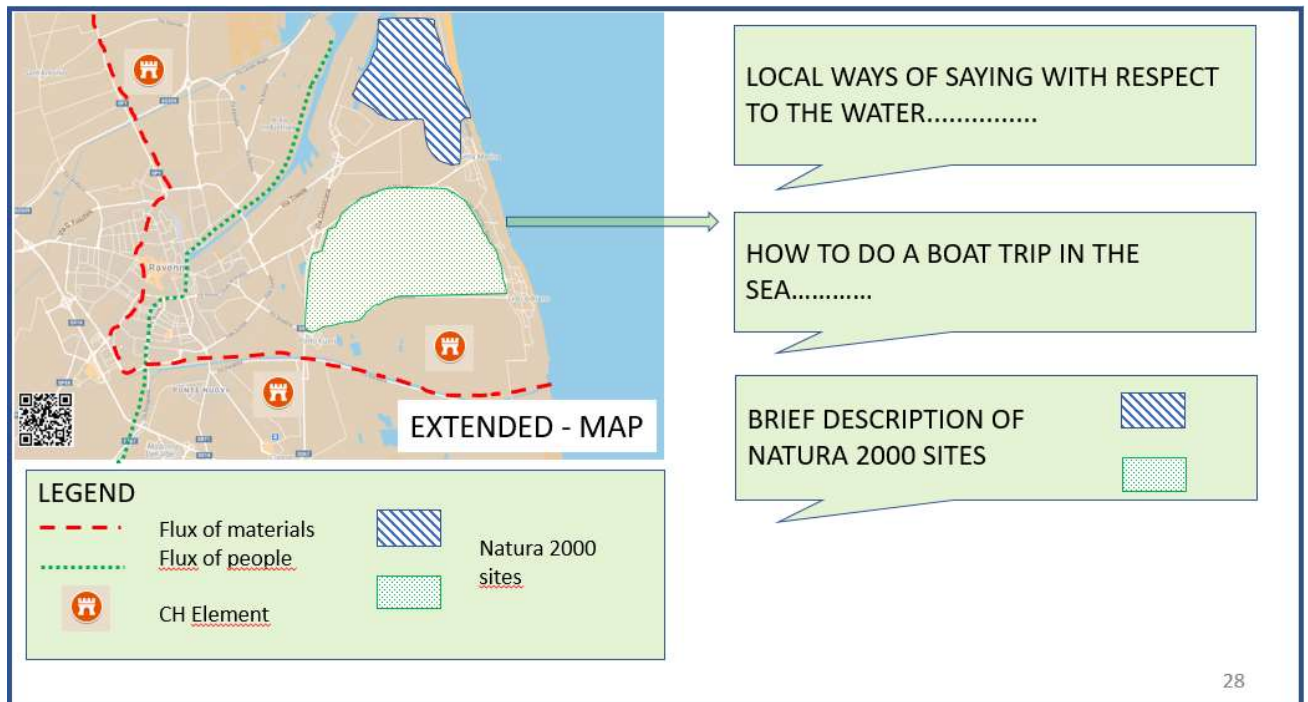- **"Brief description of Natura 2000 Sites"**.

Figure 3. Back-Side Layout of the Sail-it Map.

1.2.   Geometrical Elements and Symbols

This chapter reports the indication of the geometrical elements and symbols that shall be used in the "Sail-it Map":

- **"Window"**: can be placed at any place of the "Front Side" or of the "Back Side". It consists of a window that makes a focus on a particular topic, with few lines of text that allows the end user (citizen, tourists, etc.) to receive the main information about the topic. Each "Window" shall have a title that can be chosen by each pilot city. For example, the window "brief presentation of the TUA" will consist of a Title and few lines of text where the main information about Temporary Uses Action are reported.
- **"Point"** (symbol of the Legend): can be used both in the "Zoomed Map" and both in the "Extended Map" to individuate point elements such as Cultural Heritage Elements, Entrepreneurial activities that offers and sells products and services connected with water or the port history, relevant touristic elements, or public services for tourists or citizens.

The Points indicating CH elements, Entrepreneurial activities, or touristic elements shall be associated to a number in the "Zoomed Map" or in the "Extended Map" in order to allow the identification of the specific element/activity and to include a brief description of the element/activity (in a related Window).

- **"Line"** (symbol of the Legend): can be used both in the "Zoomed Map" and both in the "Extended Map" to individuate fluxes and itineraries that correlate different elements/activities in the map. Four fluxes shall be drawn: Flux of Materials, Flux of People, Flux of Technologies and Flux of Cultures.

- **"Area"** (symbol of the legend): can be used especially in the "Extended Map" to individuate the areas of Natura 2000 sites. If part of these areas can be seen also in the "Zoomed Map", they can be represented in the same way.

1.3. Key Elements

In this chapter are illustrated the key elements that shall be present in the "Sail-it Maps" and their representation:

- **"Zoomed Map"**: it's a map of the pilot city that is centered with respect to the TUA. The view should include the historical center of the pilot city and the means of connection between the TUA and the sea (canal, river, sea, etc.). It is drawn in the "Front Side".

- **"Extended Map"**: it's a map of the pilot city local area. It consists of an extended view that takes into account the natural areas and the points of interest surrounding the city center. It is drawn in the "Back Side".

- **"Legend"**: it is a legend where the symbols used in the "Zoomed Map" and in the "Extended Map" are illustrated.

- **"Brief presentation of the TUA"**: it is a window, located in the "Front Side", that contains a brief description of Temporary Uses actions, i.e. the aim of TUA, in what it consists of and the goal of these temporary actions.

- **"A brief history about water"**: it is a window, located in the "Front Side", that contains a brief description of the port history and of the connection between the pilot city and the water.

- **"Local sayings about water"**: it is a window, located in the "Back Side", that contains a summary of the typical "ways of saying" connected to the water and that could be considered a peculiarity of the pilot city.

- **"Going on a boat trip"**: it is a window, located in the "Back Side", that contains the indications on how to do a boat trip in the sea, referring to the opportunities offered by the pilot city.

- **"Brief description of the 4 fluxes"**: it is a window, located in the "Front Side", that contains a brief description of the 4 fluxes drawn in the "Zoomed Map" and in the "Extended Map". The four fluxes that shall be briefly described are: the Flux of Materials, the Flux of People, the Flux of Technologies and the Flux of Cultures.

- **"Brief description of the historical eras"**: it is a window, located in the "Front Side", that contains a description of the 5 main eras that characterize the evolution of the Adriatic port cities, i.e. Roman Era, Late Antique Era, Medieval Era, Modern Era, and Contemporary Era.

- **"Brief description of the Cultural Heritage (CH) Elements"**: it is a window, located in the "Front Side", that contains a description of the CH Elements individuated in the map, including a focus on their historical value related to the port.

- **"Brief description of the Entrepreneurial Activities"**: it is a window, located in the "Front Side", that contains a description of the Entrepreneurial Activities individuated in the map, in order to make away the tourist/citizen about their link with the port history and the territory.

- **"Brief description of Natura 2000 Sites"**: it is a window, located in the "Back Side", that contains a description of the Natura 200 Sites shown in the "Extended Map".

- **"CH Elements"**: they are individuated in the "Zoomed Map" or in the "Extended Map" using points and a related number. It could be used a similar colour/symbol for CH elements belonging to the same historical eras.

- **"Natura 2000 Sites"**: they are individuated in the "Extended Map" using dashed/dotted/solid-color areas. Different colors should be used to indicate the different Natura 2000 Sites.

- **"Entrepreneurial Activities"**: they are individuated in the "Zoomed Map" or in the "Extended Map" using points and a related number. The Entrepreneurial activities are all the activities that offers and sells products and services connected with water or the port history

- **"Fluxes"**: they are individuated in the "Zoomed Map" or in the "Extended Map" using dashed/dotted/solid-color lines. Each flux should be indicated with a specific color.

- **"QR Codes"**: should be placed in the "Front-Side" of the Sail-it Map, and it will redirect to the Digital Version, where links for sharing contents will be available.

1.4. Optional elements

In this chapter are illustrated the optional elements that could be present in the "Sail-it Maps" and their representation:

- **"Touristic Elements"**: they could be individuated in the "Zoomed Map" or in the "Extended Map" using points and a related number. They are useful to make aware tourists about some cultural points of interest of the pilot city.

- **"Public/Private Services"**: they could be individuated in the "Zoomed Map" or in the "Extended Map" using points/symbols and showing their meaning in the legend. Everything that can be useful for tourists can be considered a Public/Private Service, such as public fountains, bars, public bathrooms, public/private bike rental, etc.

1.5. Additional information for the digital version of the "Sail-it" map

The digital version of the "Sail-it Map" shall have the same key elements of the printed version.

The details related to a PoI, an area or a flux will be visualized in a pop-up window containing all the information specified in Deliverable D3.2.1.
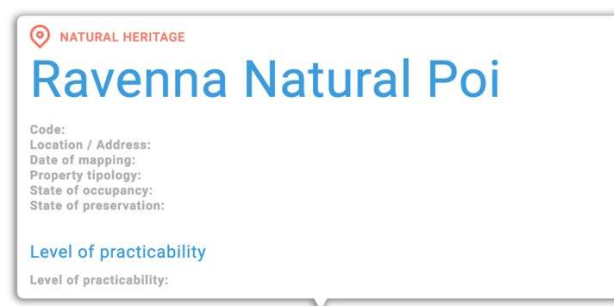

Figure 4. Example of popup associated to PoI.

"Local sayings about water", **"Going on a boat trip"** and **"A brief history of water"** will also be rendered as PoIs linked to a body of water.

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Information that shall remain constant, namely the map legend and the **"Brief description of the historical era"** will be displayed in a column placed to the right side of the map. A mock-up of the Platform interface is shown in Figure 5.
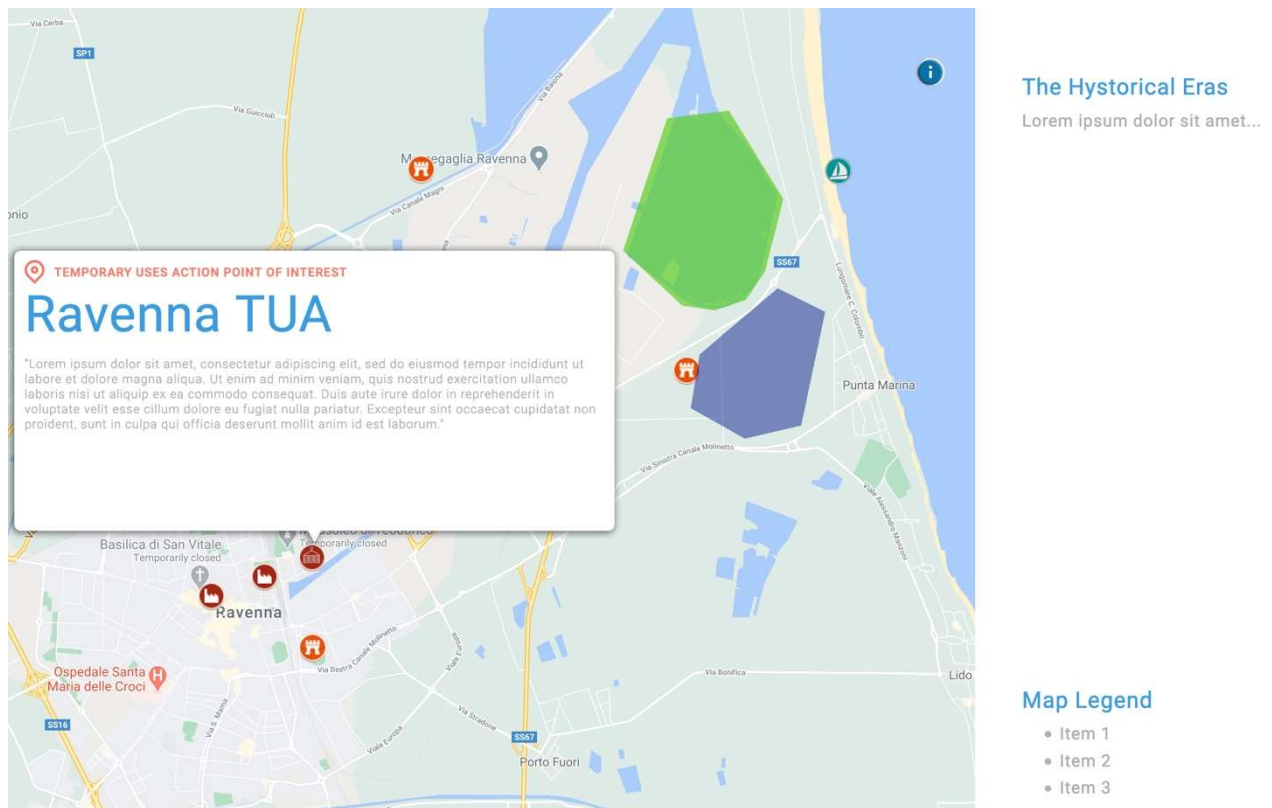

Figure 5. Platform interface mock-up.

The following **additional information** can be assigned to the digital version of the "Sail-it Map":

•   Each **CH Element** in the "Zoomed Map" or in the "Extended Map" will have a link that will allow to see the related form with the information about the CH Element and the corresponding score. The form consists of the PDF version of the Excel Sheets that were filled during the mapping activities.

•   Each **Natura 2000 Sites** in the "Extended Map" will have a link that will allow to see the related form with the information about the Natural Element. The form consists of the PDF version of the Excel Sheets that were filled during the mapping activities.

- The window "**Brief description of the 4 fluxes**" will have a link to the digital Virtual Exhibition of the corresponding pilot city.