



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

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

D3.3.3 – TUA Storytelling

Document control

Deliverable	D3.3.3– RAVENNA PILOT
Due month	M51
Delivery date	31.3.2023
Document status	Final
Authors	Beatrice Ghetti - CNA RAVENNA Marco Marsigli - Certimac Marco Chiari - Certimac Ivana Tokić – City of Solin Suzana Belošević Romac - Clty of Rijeka
Reviewers	Nevio Salimbeni – CNA RAVENNA Andrea Alessi – CNA RAVENNA Mattia Morganti - Certimac

Revision history

Version	Date	Author(s)	Comments
V1.0	10.01.2023	Certimac	First Draft
	27.02.2023	CNA RAVENNA	Second Draft
	08.03.2023	CNA RAVENNA	Amendments to the text
	23.03.2023	City of Solin	Third Draft
	27.03.2023	City of Rijeka	Fourth Draft
V2.0	17.03.2023	Certimac	Revision
	31.03.2023	CNA RAVENNA	Final Version

TABLE OF CONTENTS

TUA Storytelling - Ravenna	1
INTRODUCTION.....	2
TUA STORYTELLING: PILOT OF RAVENNA.....	3
CONCLUSIONS.....	4
ANNEX.....	5
TUA Storytelling – Rijeka	6
PILOT DESCRIPTION	7
CONNECTING PROJECTS, EVENTS AND INITIATIVES	8
Opening of the ECOC Rijeka 2020 – Using the Port and Port heritage as a temporary stage	8
Legacy of the CLIC project (funded under HORIZON 2020).....	10
TUA RIJEKA IN STRATEGIC DOCUMENTS.....	11
Adoption of the City Of Rijeka Development Plan	12
CONCLUSIONS.....	12
TUA Storytelling – Solin	15
INTRODUCTION.....	16
TUA STORYTELLING: PILOT OF Solin	16
CONCLUSIONS.....	18
ANNEX.....	19

TUA STORYTELLING - RAVENNA

INTRODUCTION

In the area of Ravenna, the pilot aims to create a temporary stage for city and citizens, in which to experiment and implement the different opportunities offered by temporary uses in order to restore visibility and bring attention to areas to be revitalized. The new type of pilot becomes a methodologically relevant and easily replicable experience, collecting and recounting a catalog of possibilities in which to actively involve the CCIs for the valorization of a cultural asset.

Infrastructure work is kept to a minimum and involves the positioning of containers to form the backstage of the open-air art gallery that will serve simultaneously as a stand-alone installation (thus with its own attractiveness) and as a backdrop for the realization of other activities.

The space thus defined, thanks to the activities planned for the activation of the TUA, will be transformed into a scenography and stage, with the support of CCIs and Research Centers. In accordance with the 4 fluxes, the pilot action has the aim at transforming the stage into a scene and triggering its use:

- Flux „Culture“. realization of an Urban Art Festival entailing the creation of murals on the containers placed in the area.
- Flux „Materials“. Creation of simple design works aimed at creating public spaces, to be used during the opening times of the TUA and for the exhibition
- Flux „Technologies“. the realization of demonstration workshops on the potential use of technologies related to the world of makers and fab-labs
- Flux „People“. agenda of events focusing on the relevant themes of the TEMPUS project, such as meetings to explore the effectiveness of exploiting temporary uses in the valorization processes of the cultural heritage, focusing on the role of CCIs, and especially architects, restorers, landscape architects; site-specific participatory performances to improve the overall quality of the public stage.

In this new format, the TUA changes its role within the strategy elaborated by the Ravenna LAG: from a meeting and working point for the first core of the entrepreneurial ecosystem to a prototype location and promoter of the CCI-led redevelopment program.

In addition, for the time allowed by the agreements signed with the property in the framework of the TEMPUS project, the Ravenna TUA, as well as the overlooking ex Tiro a Segno (former Shooting Range), is a candidate to become a space temporarily returned to the community. A space that, according to the rules shared with the LGG-Local Governance Group (of which the CCIs selected for the implementation of the B activities will be a central part), can be used for the organization of different types of events (from festivals to exhibitions; from public meetings to private parties).

In order to better valorize and communicate the new essence of the pilot, has been realized videos to describes the Ravenna Pilot. Furthermore, all the activities has been described in Tempus Platform.

TUA STORYTELLING: PILOT OF RAVENNA

In order to nourish the TUA STORYTELLING related to the Ravenna Pilot, two main activities have been realized: realizations of videos and implementation of the Tempus platform.

The videos have been realized by CNA RAVENNA, in collaboration with the external expert LUNA VIDEO.

List of videos realized:

1. Short film: to describe all the activities done; there are also the interviews of the stakeholders of the pilot of Ravenna
2. Stories Told: 4 short videos, one for each Flux:
 - Flux of Material
 - Flux of People
 - Flux of Culture
 - Flus of Technologies

The videos and the events realized for the TUA opening of Ravenna Pilot in March 2023 are collected in Tempus Platform. In Tempus Platform, there are also all the description of the events realized for TUA Opening, in order to promote the project, give an overview of the activities, raise awareness of port's latent cultural and entrepreneurial potential and to stimulate people's curiosity to facilitate the take-up and concrete exploitation of the project results.

CONCLUSIONS

These videos realized in D.3.3.3 TUA Storytelling has been used also to implement D2.4.3 TOLD STORIES; the realization of a professional short films are also a methodological instrument, because they are a vademecum to be attached to the OP2 „TEMPUS Methodology“. OP4 "Tempus Platform" collect the videos and the description of events to promote the project and the results.

ANNEX

The video realized are available at the following link:

https://drive.google.com/drive/folders/1R6IXI81PimvD1piQRysoK6rWKFPQgA62?usp=share_link

Link to Tempus Platform:

<https://myportheritage.eu/2023/02/27/tempus-fugit/>

[Ravenna | My Port Heritage](#)

<https://myportheritage.eu/storytelling/ravenna/>

TUA STORYTELLING – RIJEKA

PILOT DESCRIPTION

The City of Rijeka chose the city center with the port area as a pilot area.



This area was chosen, because it directly correlates with the orientation of the project towards the port heritage, while at the same time, due to reasons of accessibility and the projects that are being implemented, it provides added value for the activities in the TEMPUS project.

The reasons prevailing were the accessibility of the area for citizens and tourists, though several more locations were pointed out as interesting for tourists, but lacking of transport ties and additional content. The intention is to incorporate the best features of several ongoing cultural events in Rijeka, that are also focused on our port heritage and traditional shipbuilding preservation that can help us to boost the pilot's impact.

The city of Rijeka is characterized by continuous construction on the coastal part with a small depth of construction, so that the pilot area itself belongs to the most loaded spatial units and is an area of exceptional concentration of various functions: port, traffic, infrastructure, administrative, trade-business, cultural, health, school and higher education, religious, housing and others.

The available area and the degree of construction of the city in the light of complex relief relations is a permanent problem that the city in different development phases perceived as a problem and solved it that way. It must be stated that the city, for the most part, consumed its coastal spatial resource. The existing modest spatial solutions of some functions, especially transport, public and social, must be significantly improved in the next development cycles, and the available free surfaces as well as the surfaces and complexes that must be reconstructed must be directed to solve these needs.

Unlike other cities, namely TUA, Rijeka did not decide on infrastructure interventions, but on mapping, monitoring, strategic planning related to the pilot area.

During the implementation of the TEMPUS project, there were several turning points, which on the one hand had a significant impact on the pilot area, i.e. the further development guidelines of the pilot area, and on the other hand, on the definition of priorities in the area of implementation of the TEMPUS project.

CONNECTING PROJECTS, EVENTS AND INITIATIVES

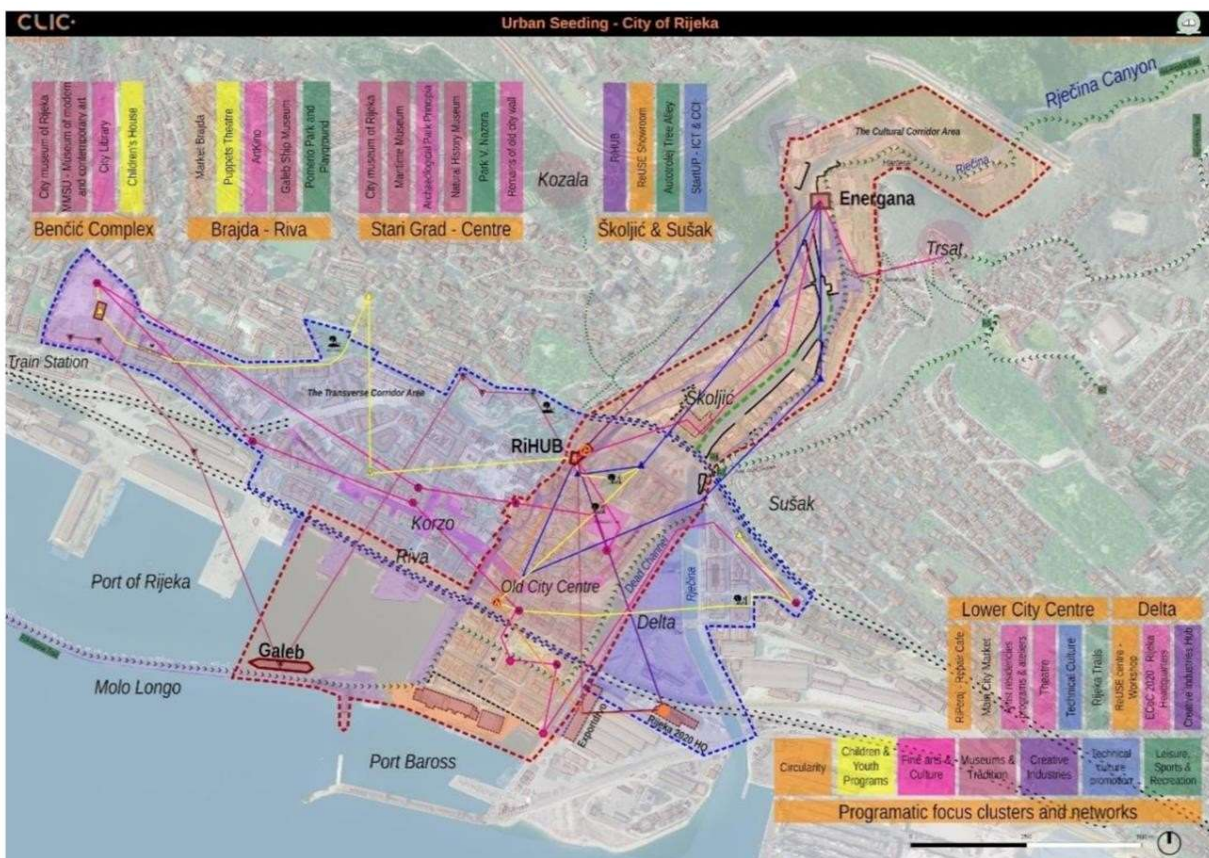
Creation of a coherent picture of the pilot area, through the scoping out existing and planned activities, unification, mapping and definition of cross-sectional elements of cultural and natural heritage, permanent, temporary and occasional uses of this heritage through various types of manifestations, and defining focal points and projects important for the further development of the area.

Opening of the ECOC Rijeka 2020 – Using the Port and Port heritage as a temporary stage

In the history and present of the city, the port is a symbol of modern and open Rijeka, and the port's values of diversity are reflected in the harmony that is only possible in a port that accepts sails of all colors. In the opening program, Rijeka pays tribute to the workers, the artistic avant-garde and the tradition of the region that surrounds it, and at the same time reminds the fundamental social values on which modern Europe was built.

Legacy of the CLIC project (funded under HORIZON 2020)

SOCIO-ECONOMIC CREATION OF THE CULTURAL CORRIDOR Creating possibilities for new destination uses of cultural heritage buildings and enabling their adaptive reuse in the light of Historic urban Landscape is the main focus of the second objective. For establishing a creative and flourishing ecosystem for the facilitation of stakeholders and local initiatives actions, strengthening their collaboration and participation for co-creation of programmatic, economic and social diversity, the active matching of potential users and building managers is necessary. With the diversity of actions and events, the guidance of initiatives fostering employment opportunities for young in creative, cultural, conservation and circular economy professions is needed. Additionally, public spaces should be regularly offered to citizens for temporary and recurrent actions and installations, promoting socializing and spending quality free time.



- The new plans change the look of the entire pilot area

Private concessionaire is starting to build the largest nautical marina in this part of the Adriatic, which will greatly change the look of the city center, i.e. the pilot area. The marina should be finished in 2025.



TUA RIJEKA IN STRATEGIC DOCUMENTS

When we talk about the sustainability of the TEMPUS project and the future implementation of activities, it is important that the basic results achieved through the project become an integral part of the strategic documents of the City of Rijeka. It is the presence in strategic documents, as well as in the budget, that will ensure the sustainability and future implementation of projects and activities, as described in the Rijeka PCUS.

Adoption of the City Of Rijeka Development Plan

According to the City of Rijeka Development Plan 2021. – 2027., Rijeka is focusing on the use of its own resources and existing advantages in the new global context: the port and shipyard and their industrial infrastructure and geo traffic position. The technological heritage and the knowledge derived from it will be connected and directed towards green and digital technologies. Creative industries and culture should remain and continue to develop as an essential component of the development of the city and its tourist offer. The city will be directed towards the development of innovative models of tourism management and the development of the tourist offer.

Again, according to the City of Rijeka Development Plan 2021. – 2027., in Rijeka 2030, the former industrial region between the sea and the city centre has been revitalized and made accessible to locals, visitors, and small enterprises. It has a highly developed sense of community and a high standard of living in neighbourhoods that people can identify with, where they have access to public and commercial facilities, greenery, and other forms of public life without having to use a vehicle, which encourages them to take part in local activities and connections and makes Rijeka more attractive as a place to live. The city utilizes and revitalizes existing structures as well as resurrected industrial and cultural assets to dispose of the space.

CONCLUSIONS

As already stated above, TUA Rijeka, i.e. the pilot area, had no infrastructure investments, and therefore no classic opening. What was wanted to be achieved and what was achieved through the implementation of the TEMPUS project activities is the creation of a coherent picture of the pilot area, through the unification, mapping and definition of cross-sectional elements of cultural and natural heritage, permanent, temporary and occasional uses of this heritage through various types of manifestations, and defining focal points and projects important for the further development of the area.

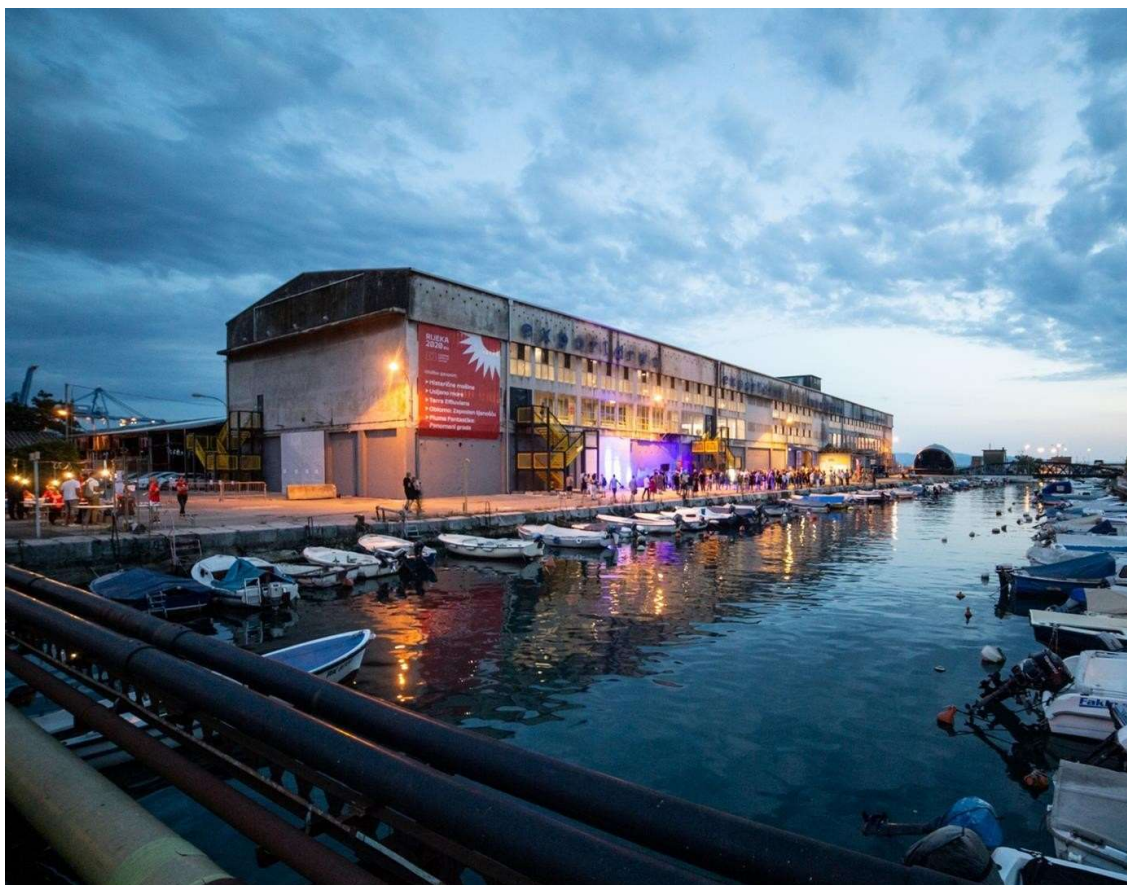
In order to achieve the above, it was crucial to use already existing projects and initiatives, to form groups made up of experts and interested stakeholders, and to include the conclusions and project results of the TEMPUS project in the strategic and implementation documents of the City of Rijeka (e.g. the budget).

Public benefit can also be understood in other senses: cultural, educational, developmental,

symbolic, identity etc. The preserved and valorised cultural heritage is therefore one of the pillars of a sustainable society, since it builds national affiliation and strengthens our sense of space, creates favourable conditions for economic prosperity in society, contributes to protection of the environment, actively creates social bonds and contributes to the health and well-being of all.

One of the examples of this is the further implementation of the EXPORTDRVO project, which was recognized and conceptually defined in the TEMPUS project. The Exportdrvo Hall was built in 1961, with the explanation that it was the first modern warehouse for housing wooden final products that are transported through the port of Rijeka.

The Exportdrvo hall, which has an area of 5,400.0 m², will become a new old location where the citizens of Rijeka, numerous guests and random passers-by will have the opportunity to enjoy exhibitions, concerts and festivals inside the hall, as well as at the maritime area outside the hall.



The only area that we will have to work on even after the end of the project is the participation and participation of the general public in the definition and implementation of projects that will be developed as a capitalization of the TEMPUS project.

TUA STORYTELLING – SOLIN

INTRODUCTION

The river Jadro (Dalmatia, Croatia) flows through the city of Solin down to the Adriatic Sea and provides water also to the cities of Split, Kaštela, and Trogir.

In ancient times, this river played a relevant role, since its headwaters were the original water supply for the Diocletian's Palace, which is now an area within the presentday city of Split. Salona, the capital of the ancient Roman province of Dalmatia and the predecessor of modern city of Solin is now one of the most important archaeological sites in Croatia. Nowadays, though, citizens have lost their connection with the historic port, mostly due to the industrial and transport infrastructure that created physical barriers in the 20th century. As a result, the City of Solin is hardly perceived as a city with a sea coast.

Through the TEMPUS project, the Municipality of Solin wanted to make a move towards the reconnection of the city to its port as a space to be lived.

TUA STORYTELLING: PILOT OF Solin

A Temporary Use Action (TUA) is being activated in the "Football club Solin" building, located by the promenade along the Jadro's riverbank, which is still partly used for locker rooms and club rooms of the local football club.

In the late 1950s, temporary wooden barracks were built, whereas, the first solid building with two locker rooms, and two offices, was built between 1962 and 1963. Between 1971 and 1973, a first floor with a terrace for spectators was built on the existing building, and the extension to the southeast towards Dvorine was built in 1977. In the period from 1988 to 1990, the rooms under the terrace were extended.

The TUA intervention area is the first floor of the building, which was previously used as a restaurant, and then abandoned and unmaintained for the last couple of years. This space is now turned into a "community centre" with:

- a co-working space that will be made available to local organizations, start-ups associations and young entrepreneurs operating in the field of local heritage valorization;

- public spaces for the organization of conferences, education and cultural events of all those local/regional organizations that lack appropriate spaces in their premises.

All the activities performed in this space will be linked to the communication on the particularities related to the water, the port, and the cement industry that connected, and still connect, the two shores of the Adriatic Sea.

This will be the first space in town with such a purpose.

The renovation works started in February 2022. The initial plan was to renovate the space into a modern polyvalent work and events' space.

To perform procedures that would adapt the space to new users, it was necessary to prepare project-technical documentation, which included the main construction project, interior design, and cost estimates. Based on the prepared documentation, certificates of the competent public legal bodies were requested, and finally, the works began. The City wanted to arrange the building to obtain an attractive and at the same time simple space that is easily adapted and transformed into spaces for various activities.

By the end of the roof renovation, work was continued on the first floor of the building. New superstructures were built and a complete system of impassable flat roofs over the heated spaces made of Thermopane was installed. A new white ceiling was installed above the multipurpose hall, and facade thermal insulation was made. Moreover, all the installations inside the building have been conducted along with the external shutters. By the completion of the work on the roof, the interior of the space was prepared for the installation of the screed and the final covering of the space.

Through the execution of rough works, the interior decoration of the space began with the delivery of equipment and inventory that enables the use of the space.

Finally, the TUA is currently fully equipped and ready for use. Now, the users have a new modern space at their disposal.

Thanks to this TUA, the city of Solin, for the first time, is providing to the city a space specifically

dedicated to the nourishment of its cultural and creative entrepreneurial ecosystem supporting the valorization of the local heritage.

In order to nourish the TUA STORYTELLING related to the Solin Pilot, two main activities have been realized: realizations of videos and implementation of the Tempus platform.

The videos have been realized by City of Solin, in collaboration with the external expert Delta Studio.

List of videos realized:

1. Short film: to describe all the activities done; to tell the story of how the TUA space in Solin was transformed in to the new polyvalent space.
2. Stories Told: 3 short videos, as a short stories about the activities on the TEMPUS project.

The videos and the events realized for the TUA opening of Solin Pilot in March 2023 are collected in Tempus Platform. In Tempus Platform, there are also all the description of how the TUA Solin was transformed through the TEMPUS project.

CONCLUSIONS

These videos realized in D.3.3.3 TUA Storytelling were used also to implement D2.4.3 TOLD STORIES. Tempus Platform” contains the description of the transformation of the TUA space in Solin in order to promote the project and the results.

ANNEX

The video realized are available at the following link:

<https://www.solin.hr/upravni-odjeli/upravni-odjel-za-gospodarstvo-zastitu-okolisa-i-europske-fondove/zavrzeni-projekti/tempus/>

Link to the TEMPUS Platform:

<https://myportheritage.eu/ports/solin/>