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

D4.1.5 – Task Force 1 Meetings Report

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1. INTRODUCTION

This report summarizes the work on the production of two stage exhibitions and final exhibition of the project.

Task Force 1 was formed with the goal of coordinating activities to organize 2 stage exhibitions in 3 pilot cities and virtual exhibition for presentation of port history and present impacts on their development to point out heritage-driven cultural evolution. It is led by PPMHP (PP7) which is the responsible partner for the implementation of activity 4.2 - Creation of interactive exhibitions on port cultural evolution. Beside TF1 leader PPMHP, it is composed of team members from PP2- UniBo, PP3- CERTIMAC, PP4- PORIN, PP5- RERA, PP6-SOLIN and PP8-CITY of Rijeka.

2. 1ST TASK FORCE 1 MEETING

The first meeting of the task force took place at the 2nd Partner Meeting in Rijeka on 27th of November 2019. PPMHP drafted their approach to the research and organization of first stage TEMPUS exhibitions in the draft version of D 4.1.4 – Operative manual to plan & realize TEMPUS exhibitions which was presented at the Rijeka Partner Meeting. Its focus was more on the cultural history and the history of commercial and leisure activities of pilot cities' ports were not stressed enough which was pointed out by CNA representatives, who further elaborated that the topic of exhibition must focus more on historical activities, as opposed to presenting just the historical development of the port as an architectural ensemble. It was generally acknowledged that business activities such as commerce or shipping as well as leisure activities are to be the main points of the first exhibition so that entrepreneurs can be inspired by activities characteristic of the area the operate in.

Regarding D4.2.2: Two-stage exhibitions descriptions, it was agreed that PPMHP will produce the template, that input will be given for each pilot by another partner (UniBo for Ravenna, City of Solin for Solin and PPMHP for Rijeka) and that data given will be integrated by RDA Porin into the final document.

Important part of the first stage exhibition will be the Call for Action, a reach-out activity with the purpose of gathering entrepreneurs' ideas that will hopefully yield enough ideas to choose from, so that the ones chosen have a high prospect of realization. It was agreed that the selection will be done by the members of LAGs. It was agreed that representatives of UniBo will send their suggestions and guidelines on research and exhibition concept to PPMHP a week after the meeting and that PPMHP will incorporate that input in D4.1.4 - Operative manual to plan and realize TEMPUS exhibitions but also into the whole process of research and organization for the stage 1 exhibition.

3. 2ND TASK FORCE 1 MEETING

Since the project activities were delayed due to late signing of the subsidy contract, in march 2020 it was agreed that the first exhibition opening will be postponed from June to November 2020. In the same month, March 2020, COVID pandemic started and all meeting activities were held online, either via e-mail communication or by online meetings. The second Task Force 1 meeting was held during the 3rd PMT Meeting and it was preceded by multiple conference call meetings and e-mail communication detailing further steps to be taken in the first exhibition production, such as its change to digital format, launch date etc. Main conclusions from the first of those meetings, on July 6th, were:

- dates for sending materials drafted by PPMHP for Rijeka's and Solin's virtual exhibitions;
- check-up of the materials and their timings for delivering a demo version of a first virtual exhibition proposal;
- feedback on the demo made for possible improvements/fine-tuning;
- demo proposal will be shared with the Ravenna Pilot team and materials for structuring their virtual exhibition will be requested.

After the meeting, LP set the timeline of activities as follows:

- END OF AUGUST: validation of the VE standard structure;
- END OF SEPTEMBER: provision of all VE contents (texts, pictures, videos, etc.) to ITC-CNR;
- MID-OCTOBER: publication of the VE.

Second meeting was held via conference call on August 6th and conclusions were:

- each pilot exhibition will be structured in 4 fluxes (each one is a different storymap);
- materials currently available/ under development for the VE are in local languages, in the month of september they should be translated in English (responsible should be appointed by the end of August);
- within end of August ITC-CNR will provide:
    - technical validation of the VE structure proposed by PPMHP and UNIBO;
    - information on the credits and copyright protections measures that can be implemented within the VE publishing deadline;
    - technical requirements for custom maps to be provided for the VE;
    - instruction for VE texts editing (length/ structure)
    - technical assessment on the proposal of integrating the materials for the second step of the exhibition in the first VE.

During the 2nd TF1 meeting, new course of action in exhibition production was presented, due to its change to digital format, and it was agreed that the launch date of the virtual exhibition will be October 15th 2020.

4. 3rd TASK FORCE 1 MEETING

Online meeting was held on September 17th between ITC CNR, UniBo and PPMHP. It was agreed that:

- the virtual exhibitions will not be full screen, meaning they will be rendered inside the Tempus platform interface
- text and headlines placement; the links to the fluxes placement in the desktop version of the Platform and the mobile version must be organized differently for accessibility reasons (meaning the links must be placed in an ordered fashion, e.g. vertically)
- the fonts - for design purposes it is better to maintain a single font throughout the whole platform: currently the platform is using the Roboto font
- StoryMap custom maps can be used, but they will not be editable through the backend of the Tempus Platform: this will not pose any problem because the points of interest will be placed onto the map before publishing them
- all the buttons and links allowing users to go back to the exhibitions main page and to switch from an exhibitions to another will be managed through the platform main menu and not inside the virtual exhibitions

5. 4TH TASK FORCE 1 MEETING

Meeting among Rijeka partners on the first exhibition was held at the premises of partner PORIN on September 3rd, 2020. Based on the agreement with the pilot partners, technical preparations are underway for the 1st virtual exhibition on the history of ports in the pilot cities, which will present an overview of the history of ports with emphasis on trade, production and other activities, as well as the influence of various materials, technologies, people and culture from Roman times to the present day. The Partner Maritime and Historical Museum of the Croatian Littoral is ready with all the materials for the exhibition, and its partner, the City of Solin, is assisting in its realization. It is expected that the exhibition will open its virtual doors to visitors during October this year, and the exhibition will be announced and promoted through the project's and partners' social networks and websites. The text will also be created for an article to be published in the press, which will be available as information on the opening day of the exhibition and in a special section of the daily newspaper called *Mediteran*, which will provide more information about the project and the exhibition.

6. 5TH TASK FORCE 1 MEETING

The 5th TF1 meeting took place within the 4th Partner Meeting held on February 17th 2021. The proceedings were as follows:

L. Strašek (PPMHP) describes the D4.2.1: Reports on researches carried out (M15 - Mar) Port cities storytelling for HD entrepreneurial innovation to WP4, and presents the main contents and procedures which will be foreseen in the Operative manual to plan & realize TEMPUS exhibition, in particular, revised exhibitions organization plan and virtual exhibition description. Luka Strasek describes the TF1 Port cities' history & culture activities. The first TEMPUS exhibition has a purpose of inspiring entrepreneurs with historical business activities of pilot cities' ports. CNA team pointed out that the topic of the exhibition must focus more on historical activities, as opposed to presenting just the historical development of the port as an architectural ensemble.

7. 6TH TASK FORCE 1 MEETING

The 6th TF1 meeting took place within the 5th Partner Meeting held on 1st and 2nd of July 2021:
L. Strašek (PPMHP) starts off by discussing the deadline and time tables of the Open Call, which will run in Rijeka during the first on-site exhibition (from 10th august up to 1st September). For other pilots, they will run as soon as they are ready on the platform, and will run until the 1st of September. The Open Call would be on ideas for new services and products inspired by CH. The juries proposed should be formed as follows:
- for Rijeka, the three Rijeka partners (PORIN, City of Rijeka, PPMHP);
- for Solin: RERA and the City of Solin;
- for Ravenna, UNIBO and CNR.
The selection process should last one week after the end of the Open Call, so that it would until around mid-September. Basing on this, the second exhibition could be developed.
Anna Maria asked whether this is the same Call for Actions described by Maria Rosa, or something else: it is replied that this is the Open Call for new services and productions inspired by the first exhibition. Anna Maria replied that this should be the same thing. The materials sent by the enterprises for the Call for Action will directly feed the second exhibition. Luka replied that in Rijeka the TUA does not exist, thus there would be no co-working spaces and such: so only the new ideas would be proposed. Malvezzi (ITC-CNR) contests and explains that even if TUA is non-existent (intended as physical investments), the idea is that the Rijeka pilot should incubate some entrepreneurial ideas within their premises, and adds that the Call will not just be dedicated to nurture the exhibition: it will be the Call for entrepreneurs.

8. 7TH TASK FORCE 1 MEETING

The 7th TF1 meeting was held online on March 10th 2022 with representatives of the LP, UniBo and PPMHP, and proceedings were as follows:

PPMHP's idea is to have a main page with 2D animated elements which would be clickable and leading to "subpages" with the related contents.

From CNR's side, it is no problem to have it rendered in full-screen (no header, nor footer) as requested by PPMHP and to embed something different than Storymap contents.

PPMHP is launching a public procurement: a dedicated designer will be appointed indicatevly by the beginning of April.

At that point, CNR and the designer will start a technical feasibility study based on PPMHP's proposal on the exhibitions' contents.

So far, the only main "requirement" for the designer appointment is to have the designs made for responsive use and to be aware that our platform is developed on Wordpress.

This exhibition will be allocated in the TEMPUS Platform's section Exhibitions >> Rijeka.

9. 8TH TASK FORCE 1 MEETING

The 8th TF1 meeting was held online on July 30th 2022 and it was hosted by PPMHP.

The purpose of the meeting was to coordinate production of the physical exhibitions (step 1 and 2) in Ravenna and Solin, as well as the final exhibition to be produced by PPMHP digitally.

Representing Ravenna pilot, Saveria Teston informed that Ravenna will have the input needed to produce the 2nd step exhibition in October, through the Open Call, and that Ravenna pilot will have one physical exhibition that combines step 1 and step 2. When Ravenna has the input, they will send it to RERA to design the panels, some materials will possibly be provided in September. The Ravenna exhibition opening is expected to be at the end of November.

Representing Solin pilot, Ivana Tokić informed that they will have the needed input in October as well, and the exhibition opening in November, one exhibition for step 1 and 2.

Marija Hauptman of RERA stated that the layout/design of physical exhibitions will follow the Rijeka

exhibition panels layout but that Ravenna can choose the orientation of the panels. She also asked where the exhibition will be held, and what are the ideal dimensions of the panels. It was agreed that Ravenna will send the materials according to the needs expressed by RERA.

Saveria Teston stated that it is up to each pilot to decide for how long the physical exhibition will be open.

It was mutually agreed that the final exhibition by PPMHP, the virtual one, will be produced from October onwards, after the results of the Open Call and when physical exhibitions of Ravenna and Solin will be near completion.

Saveria Teston will send the panel dimensions to RERA and SOLIN as soon as they are decided.

10. 9TH TASK FORCE 1 MEETING

The 9the TF1 meeting was held online on October 26th 2022 and the proceedings and conclusions were as follows:

The purpose of the meeting was to coordinate production of the final exhibition to be produced by PPMHP digitally.

Representing Rijeka pilot, Luka Strašek informed about the structure of the exhibition, presented the outlook and stressed that we don't have time to wait for the results of the Open Call for entrepreneurial ideas, since the exhibition has to be finished till the end of this year. Instead of entrepreneurial ideas, the exhibition will show 5-10 mapped assets per pilot city, an intro page for each city and a section on global best practices in heritage revitalisation and use. For intro text on pilot city maximum number of characters is 400, and for asset page is 300. All participants agreed on the structure.

Saveria Teston expressed the idea that the content be filled in stages, first for Rijeka, since its materials are ready, then Ravenna and Solin. Luka Strašek said that he will consult web developers if that is possible.

11. CONCLUSION

The realization of two-stage exhibitions were organized as follows:

- first-stage exhibition *TEMPUS – Fluxes* produced and published digitally on TEMPUS platform myportheritage.eu and also physically on panels presented outdoors.

- second-stage exhibition *Fluxes of Ideas*. on panels presented outdoors

- the third exhibition *TEMPUS – Possibilities* is published digitally on the TEMPUS platform myportheritage.eu