

## 2.2.1. Press conference linked to pilot sharing event (Grado / Kaštela)

30.6.2022.

## Contents

1. Introduction .....	2
2. Press conferences .....	2
A. 1 <sup>st</sup> press conference – 21.10.2020., Kaštela City .....	2
A. 2 <sup>nd</sup> press conference – 28.4.2022., Kaštela City.....	3
3. 3 <sup>rd</sup> press conference – Grado, 25.11.2021., Aquileia.....	7

### 1. Introduction

According to the AF Activity 2.2 “Media relations and publications”, specifically D2.2.1 the project team needed organize minimum of 2 press conferences to present works on WP4 pilot projects. The press conferences envisaged to be organized in Grado, Italy and in Kaštela Croatia.

This document represents press conferences organized by JU RERA SD and ERPAC with aim to promote the project results with emphasis on works done under WP4 in pilot site of Resnik, Siculi and Grado 2.

### 2. Press conferences

#### A. 1<sup>st</sup> press conference – 21.10.2020., Kaštela City

The first press conference was organized on 21.10.2020. focusing on presentation of finalized works on excavations on Siculi bay, the work that has been done under WP3 of the project and to introduce local stakeholders and relevant media on upcoming works on WP4 and presentation of findings using new VR technologies.

The event was organized on 21.10.,2020. in Museum of City of Kaštela, Castle Vitturi at 12:00h. The introduction of the event was done by the major of Kaštela Denis Ivanović, the project was presented by WP2 Communication manager Marjan Dumanić and the excavation works, and future collaboration was presented by Ivan Šuta (Museum of City of Kaštela) and Mate Parica (University of Zadar).

The event was covered with regional newspapers (Slobodna Dalmacija), national and regional radio (Radio Split and Slobodna Dalmacija), national TV (RTL) regional and local portals (Kaštela.org, Dalmacijanews).

The event was mentioned on several portals and radio shows (prepared and send in The Project Communication Report) but also the statement was released on national TV RTL as well.

The agenda of the event has not been created since the press was invited via invitation letter.



*Figure 1 - The mayor of Kaštela giving statement to invited media in front of UW roll-up*

#### **A. 2<sup>nd</sup> press conference – 28.4.2022., Kaštela City**

The second press conference organized in collaboration with Kaštela City and PI RERA SD was organized as a part of two-day event of the Project UnderwaterMuse.

The press conference was organized on 28.4.2022. at 14.15 with participation of relevant media, local stakeholders but also with partners from Italy. The scientific coordinator Rita Auriemma also gave statement about finalized activities of the project and successful collaboration between Italian and Croatian partners.

After the end of press conference Croatian national TV (HRT) made separate shooting for national TV show “Good morning Croatia / Dobro jutro Hrvatska” which is going live and it is broadcasted nationally and additional shooting for national show “More” that is broadcasted nationally for specific purpose of presenting cultural and ecological activities on Adriatic sea.



*Figure 2 Communication manager of the project giving statement for HRT*



*Figure 3 Rita Auriemma, scientific coordinator of the UnderwaterMuse project makes a statement for the local, regional and national media*



*Figure 4 Marjan Dumanić, communication manager of the project makes a statement for the local, regional and national media*



*Figure 5 Participants at the press conference*



### 3. 3<sup>rd</sup> press conference – Grado, 25.11.2021., Aquileia

On November 25, 2021, in Aquileia (Udine), within the 1-day local event opened to public with the aim of promoting and disseminate at local and regional level of the activities during the summer linked to the pilot action for LP ERPAC in the underwater site of Grado 2, on the wreck of a Roman ship, LP ERPAC FVG organized a press conference.

The PC saw the contribution of representative of regional and North-East media. Individual tv-interviews were given by some speakers and participants of the event roundtable that was held in the afternoon session.

In following pages:

- Pictures taken during the press conference
- Agenda of the day (in Ital.)
- Press release (English version)









## UnderwaterMuse Meeting in Friuli Venezia Giulia Giovedì 25 Novembre 2021

Sede: Hotel Ai Patriarchi  
Aquileia (Udine)

### SESSIONE MATTUTINA

Local Event: visita guidata e conferenza stampa ad Aquileia (*aperto al pubblico*)

- |             |  |                           |
|-------------|--|---------------------------|
| 09.30-10.00 | Registrazione dei partecipanti all'Hotel Ai Patriarchi - Aquileia  |                           |
| 10.00-12.00 | Visita guidata al Museo Archeologico di Aquileia, all'area archeologica della Domus e del Palazzo Episcopale, alla Domus di Tito Macro (Fondazione Aquileia) |                           |
| 12.00-12.30 | Coffee break all'Hotel Ai Patriarchi - Aquileia  |                           |
| 12.30-13.00 | Conferenza stampa presso Ai Patriarchi - Aquileia  | LP ERPAC FVG,<br>PP1, PP4 |
| 13.00-14.30 | Pranzo presso Ai Patriarchi - Aquileia   |                           |

### SESSIONE POMERIDIANA

Regional Stakeholder Meeting FVG ad Aquileia (*su invito*)

**Titolo: IL PATRIMONIO SOMMERSO TRA VALORIZZAZIONE E ACCESSIBILITÀ: IL RELITTO GRADO 2**

- |             |  |                           |
|-------------|--|---------------------------|
| 15.00-15.30 | Registrazione dei partecipanti & saluti delle autorità presso l'Hotel Ai Patriarchi - Aquileia   |                           |
| 15.30-16.15 | I risultati dell'Azione Pilota Grado 2 del progetto UnderwaterMuse<br>Progetto UnderwaterMuse Grado 1 Ricostruzione digitale del relitto in situ e della forma originale<br><i>Introduzione &amp; Video dell'azione pilota</i> | LP ERPAC FVG,<br>PP1, PP4 |
| 16.15-16.30 | Coffee Break   |                           |

European Regional Development Fund

## Press release – English version

The Roman wreck of Grado opens to the public with a submerged museum and a digital one. Inserted in the Interreg "UnderwaterMuse" project, with the oldest cargo of amphorae in the north-central Adriatic, it will be the first wreck in Italy that can be visited safely. The research, protection and enhancement of the wreck of a Roman boat, known as "Grade 2", has been completed. The intervention is part of the Interreg Italy-Croatia 2014 - 2020 "UnderwaterMuse" project, which aims to promote and enhance the underwater archaeological heritage of some areas of the Adriatic. During the press conference held today in Aquileia, part of a two-day meeting dedicated to the project, the results of the works and the initiatives planned for the near future were presented, especially the opening of visits to the public through the realization of a "submerged" museum and a digital one, which would make Grado2 the first wreck in Italy that can be visited in complete safety. Approved and funded under the Cross-border Cooperation Program between Italy and Croatia, the project is led by the Regional Body for Cultural Heritage of Friuli Venezia Giulia - ERPAC FVG, in partnership with the University of Venice Ca' Foscari, the Puglia Region, the RERA Agency - Split and the Municipality of Kaštela. A real successful synergy to enhance the regional heritage, as stated by Anna Del Bianco, General Manager ERPAC FVG: "Thanks to the UnderwaterMuse project, the Grado2 wreck will be usable both through underwater visits and in augmented virtual reality mode. The complex intervention to refurbish the site and the creation of innovative virtual fruition tools are an example of how the cultural and tourist enhancement of an archaeological site can contribute to the intelligent, sustainable and inclusive growth of a territory. We hope that the great teamwork we have done can be put into the system to start new collaborations and future projects". The initiative has seen widespread actions to raise awareness and involve local actors, for example the presence of representatives of regional diving clubs during the excavation and provides guided tours of the reservoir. Those who will not be able to dive will be given the opportunity to experience a virtual reality, thanks to the photogrammetric survey of the load that allowed the creation of a three-dimensional model of the site. The Grado 2 wreck, dating back to the third century BC, can be considered one of the most interesting in the Adriatic. At a depth of 19 meters, covered by a few centimetres of sandy bottom, it was discovered in 1999 in the Gulf of Grado. Inside, several amphorae have been found which, according to the results of on-site research, appear to belong to the typical containers used for transporting wine, also known as "ancient Greek-Italic amphorae". Their chronology, inserted in the second half of the third century BC, is extremely interesting: it would be the oldest load of amphorae in the north-central Adriatic, prior to the foundation of the colony of Aquileia (181 BC). "As the scientific coordinator of the UnderwaterMuse project, I am really satisfied with the results of the Grado pilot project - says Rita Auriemma, coordinator archaeologist of the project - both from a scientific point of view and for the aspects of enhancement; one of the oldest deposits in the central-northern Adriatic has been brought to light in all its extension. The added value of this

operation, however, is the use of this reservoir: the metal grids have the dual purpose of protecting it and making it accessible to divers through guided tours. As a next step we will work on the development of good practices of participatory management, to ensure that 'diving centres', diving clubs and other regional entities can assist the protection bodies, as already happens in neighbouring Croatia, in the enhancement of the site ".