

**D.2.4.2 - Reports on participation to thematic events:
Participation to events in the fields of cultural
heritage, tourism, product marketability, networking
and employment.**

30.6.2022.

Contents

1. Introduction	3
2. Thematic events	3
2.1 Days of Croatian archaeology October (14 October 2021)	3
2.2 The Museum Connections, Paris – 30 31 March 2022	5
2.3. TourismA, Florence, 17-19 December, 2021	8
2.4. DEGUWA 1, online	10
2.5. DEGUWA 2, online	12
2.6. 2nd Virtual International Conference on the Promotion of Accessible Underwater Cultural Heritage Sites “Dive in Blue Growth”	15

1. Introduction

Public events will be carried out with specific target groups in mind. This includes tourist operators, local entrepreneurs, sectoral agencies (employment, integrated development, cultural heritage protection), business support organisations, NGOs involved in cultural heritage valorisation, SMEs providing local tourist services (diving centres, boat/diving equipment rental, accommodation, guides). Representatives of local, regional, national institutions will be invited to provide capacity building feedback. A Final Event will be held to present the project's findings to the general public and relevant stakeholders and will be advertised through a photographic exhibition on underwater landscapes. Through the involvement of local youths and professional underwater photographers, the event will sensitize local communities, while also promoting underwater tourism among potential high-end visitors, eco-tourists, and photojournalists.

Application form envisaged D.2.4.2: participation to thematic events: Participation to events in the fields of cultural heritage, tourism, product marketability, networking, and employment. Each partner participates to at least with either a presentation or a stand.

2. Thematic events

2.1 Days of Croatian archaeology October (14 October 2021)

The participation of PI RERA SD at fair was postponed several times because of pandemic that started at the beginning of 2020. Since February 2020 planned to participate to several other events that were cancelled or postponed.

Presentation of the project was done on DAYS OF CROATIAN ARCHEOLOGY IN SPLIT AND SOLIN, October 11 - 15, 2021. by Ivan Šuta (Museum of City of Kaštela) which presented excavation works under the

project UnderwaterMuse while Marijana Čular (PI RERA SD) presented upcoming photographic contest and invited participants to apply and share the news about the event. Additionally, project team distributed leaflets promoting the photographic event.



Figure 1: Presentation of the UnderwaterMuse main goals and activities



Figure 2: Presentation of the UnderwaterMuse photo contest

2.2 The Museum Connections, Paris – 30 31 March 2022

The Museum Connections in Paris is international trade fair, focusing on the business and sustainable challenges of museums, cultural and touristic venues, Museum Connections highlights trends and innovations to imagine the new visitors' experiences.

Highlighting trends and innovations to imagine new visitor experiences, it gathers for 2 days more than 4000 professionals from France and international locations, from museums, cultural venues, tourism boards, and historical monuments and castles. The Touring Exhibitions Pavilion follows on from a pre-conference hosted by Teo as part of the Museum Connections Inspiration Conference programme, dedicated to the Re-Growth and Re-Imagination of Exhibitions. The event took place on 30 and 31 March 2022 in Paris, France, at the Paris Expo, Porte de Versailles, Hall 3.

The PI RERA as a WP2 leader, was organizer of participation at the event on behalf of the project. The other partners involved in participation were LP ERPAC and PP3 Kaštela City.

The project was presented with:

- Pre equipped stand (2 chairs and stands for promotional materials and stands)
- TV for presentation of project videos
- Graphically designed walls presenting description of the project, objectives, pilots. Design followed visibility rules of the ITA-CRO CBC Programme.
- Leaflets and promotional materials
- VR glasses for presentation of virtual tours from Siculi created under WP4

During the two-day event the project team presented activities of the project to the public.

The conference visited 4,100 of people and the stand of the UnderwaterMuse gain attention because it was the only stand that presented activities from Adriatic Sea. The possibility to see virtual reality tour created within the project was great way of promotion the project and project' territories.



Figure 3: Representatives of the UnderwaterMuse project partners



Figure 4: Presentation of the implemented VR to the visitors



Figure 5: Visitors interested in project activities

2.3. TourismA, Florence, 17-19 December, 2021

On 17-19th December 2021 the archaeologist prof. Claudia Pizzinato, as technical expert of LP ERPA, took part to **Tourisma – Salone Archeologia e Turismo Culturale** International Archaeological Exhibition, the yearly three-day international event held in the “Palazzo dei Congressi” in Florence (IT).

Tourisma (<https://www.tourisma.it>), organised by Archeologia Viva, is an opportunity for exposure, disclosure and comparison of all initiatives related to communication of ancient world and valorisation of archaeological witnesses, aimed at all the cultural and economic realities active in archaeological, artistic and monumental fields: private and public research institutes, archaeological parks and museums, tourist boards, tour operators and cultural associations.

Prof. Pizzinato participation was linked to the opening of the stand of the Regione Puglia, were together with UnderwaterMuse project was promoted the ESAC (**Centro per la filiera del patrimonio subacqueo**) as Apulian spin-off of the project. The stand stood beside that of the Aquileia Foundation and of Regione Friuli Venezia Giulia, which has further facilitated the promotion of Grado2 underwater conservation and campaign activities.

tourismA

SALONE ARCHEOLOGIA E TURISMO CULTURALE
FIRENZE
Palazzo dei Congressi / 30 settembre - 2 ottobre 2022

Con il patrocinio del Ministero della Cultura

Italiano English

Home Espositori Programma 2021 Foto/Video Press 2021

Partner Info e Convenzioni Passate edizioni

Programma di navigazione

VENERDÌ 17 DICEMBRE 2021

Auditorium 9:00 - 18:00

XVII Incontro Nazionale di Archeologia Viva
Prima parte

Sala Verde 9:00 - 13:00

Eccellenze culturali in Toscana
Siti e itinerari tra Etruschi e Rinascimento

Sala Verde 14:30 - 15:15

L'archeologia a EXPO Dubai
Rivendicazioni identitarie e attrazione turistica

Sala Verde 16:00 - 18:00

Fare turismo culturale oggi
Innovazione e best practice per gli operatori: differenziare le esperienze per tutelare & valorizzare

Sala Onice 9:30 - 12:45

ITER Archeologia Patrimonio e Ricerca italiana all'estero

Sala Onice 14:15 - 18:15

Ostia antica
Il Parco archeologico: patrimonio culturale, società e territorio

Privacy & Cookies Policy

Galleria 9:45 - 10:45

Cartagine e Troia
Dialogo su due antiche metropoli mediterranee

Galleria 11:00 - 13:00

Modicantica
Una città tra musei e mostre

Galleria 14:30 - 15:30

Bufalino e Camarina
Tra letteratura e archeologia

Galleria 15:50 - 18:00

Vetulonia e le altre... Città etrusche dei due mari
Piccoli Musei raccontano Grandi Progetti fra Adriatico e Tirreno

Sala 4 9:00 - 18:00

workshop
Archeologia e Arte
Uno sguardo sulla Valorizzazione

DOMENICA 19 DICEMBRE 2021

Auditorium 9:00 - 18:00

XVII Incontro Nazionale di Archeologia Viva
Terza parte

Sala Onice 9:30 - 13:15

Corsica indigena
Mobilità e contatti nel Tirreno durante il I millennio a.C.

Sala Onice 14:30 - 17:00

Taras e Vati
Città di mare e antichi porti del Mediterraneo

Sala Limonaia 10:00 - 11:15

Presentazione volume
Giovanni Kezich, *Ulisse non è lui. La grande sciarada di Omero alle origini della coscienza*,
Baldini+Castoldi

Sala Limonaia 11:30 - 13:30

Musei archeologici e cultura digitale
La sfida della pandemia - tavola rotonda

Privacy & Cookies Policy

Sala Limonaia 10:30 - 13:00

Parco Archeologico di Segesta
Ricerca e turismo sostenibile: un nuovo modello di destinazione turistica

Sala Limonaia 14:00 - 18:15

Itinerari archeologici fra le risorse naturali
Workshop - Corso accreditato MUR

SABATO 18 DICEMBRE 2021

Auditorium 9:00 - 12:00

Scavare il presente
Come l'archeologia può indagare l'età moderna e contemporanea

Auditorium 12:00 - 13:00

Premio "Riccardo Francovich" 2021
SAMI - Società Archeologi Medievisti Italiani

Auditorium 14:30 - 18:00

XVII Incontro Nazionale di Archeologia Viva
Seconda parte

Sala Verde 9:30 - 13:00

Conservare e valorizzare il patrimonio culturale
Il contributo del progetto 4CH

Sala Verde 14:30 - 18:00

L'archeologia come risorsa per la ripresa dell'Italia
Assemblea nazionale della Federazione delle Consulte Universitarie di Archeologia

Sala Onice 10:00 - 13:00

Incontro con la Slovacchia
Clima - Patrimonio Unesco - Bratislava

Sala Onice 14:30 - 18:00

Archeologia al tempo del Covid-19
Digitalizzazione del Patrimonio archeologico alla luce del PNRR

Sala Limonaia 9:30 - 16:30

Viaggi di cultura e archeologia
Rassegna di itinerari turistico-culturali

Sala Limonaia 17:00 - 18:00

Nuraghe Arrubiu
Messaggi dalla Sardegna nuragica

Privacy & Cookies Policy

Sala Limonaia 14:15 - 17:30

Migrare Percorrere Tornare
I progetti UniFi in ambito archeologico ed epigrafico

Galleria 9:30 - 13:30

Abruzzo
Archeologia e sviluppo territoriale

Galleria 14:30 - 18:00

La porta dell'Adè
Le pitture "perdute" dell'Ipogeo dei Volumi

Organizzazione e Segreteria
organizzativa

Archeologia Viva

Via Bolognese 165, 50139
Firenze

Tel: +39 055 5062302

Fax: +39 055 5062929

E-mail: info@tourisma.it

FOLLOW US



Copyright 2014 tourismA - Giunti Editore S.p.A Via Bolognese 165, 50139 Firenze c.f. 80009810484 p.l. 03314600481

Programme - TourismA – Salone Archeologia e Turismo Culturale

2.4. DEGUWA 1, online

DEGUWA Annual Meeting on Underwater Archaeology In Poseidon’s Realm XXVI “Safety and Waterways” (from May 8, 2021 through May 9, 2021). Puglia Region participated to DEGUWA Annual Meeting on Underwater Archaeology In Poseidon’s Realm XXVI “Safety and Waterways” (from May 8, 2021 through May 9, 2021), Online Conference in Cooperation with the TRANSMARE Institut of the University of Trier with the lecture “Shipwrecks stories in a “trap bay”. Research and valorization in Torre S. Sabina (Brindisi, Italy)” (R. Auriemma, A. Antonazzo, A. Calantropio, F. Chiabrando, L. Coluccia, D. Leone, P. F. Maschio, M. Turchiano, A. Spanò, G. Volpe).



8 MAG ALLE ORE 09:00 UTC+02 - 9 MAG ALLE ORE 18:00 UTC+02

In Poseidons Reich XXVI - Jahrestagung der Deguwa 2021

Deutsche Gesellschaft zur Förderung der U...

Evento terminato

1 giorno

Evento di Deutsche Gesellschaft zur Förderung der Unterwasserarchäologie e. V.

Deutsche Gesellschaft zur Förderung der Unterwasserarchäologie e. V.

Tutti · Chiunque su Facebook o fuori Facebook

Tutti possono condividere il link
Tutti possono trovare questo evento e accedere alla stanza

Informazioni

Discussione

Cosa aspettarsi

The annual meeting 2021 of DEGUWA e.V. on Underwater Archaeology IN POSEIDONS' REALM XXVI with the topic

Safety and Waterways

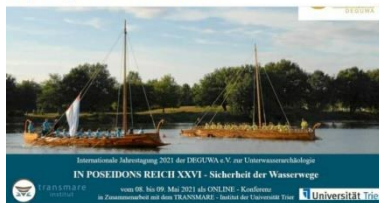
now, due to the pandemic, only on 8 and 9 May 21 as an ONLINE CONFERENCE in cooperation with the TRANSM... continua a leggere



Archeologia Subacquea - Università del Salento

7 Mag alle 10:15 · 🌐

Appuntamento #domani
#TorreSantaSabina2020
Project UnderwaterMuse



SAB, 8 MAG
In Poseidons Reich XXVI - Jahrestagung der Deguwa 2021

MI INTERESSA

Interessava a Nicolò

Carmela Jaia e Carlo de Mitri

Mi piace Commenta Condividi

58 persone raggiunte >

Promozione non disponibile

Album Convegni e seminari

Archeologia Subacquea - Università del Salento ha aggiunto una nuova foto partecipando a In Poseidons Reich XXVI - Jahrestagung der Deguwa 2021.

8 Mag alle 09:54 · 🌐

The “invisible” heritage to the challenge of the valorization: the Project UnderwaterMuse Rita Auriemma Antonella Antonazzo Carlo Beltrame Elisa Costa @Ivanka Kamenjarin Danilo Leone Claudia Pizzinato Ivan Šuta Mariuccia Turchiano Giuliano Volpe

Shipwrecks stories in a “trap bay”: research and valorization in Torre S. Sabina (Brindisi, Italy) Rita Auriemma Antonella Antonazzo Alessio Calantropio Filiberto Chiabrando Luigi Coluccia Danilo Leone Paolo Maschio Mariuccia Turchiano Nannina Spanò Giuliano Volpe

The underwater archaeology tells of Salento: recent research in the Adriatic and Ionian seas Rita Auriemma Mino Buccolieri Luigi Coluccia Paolo D'Ambrosio @Andrea Picciolo Michela Ruggie



Carmela Jaia e altre 3 persone

Shipwrecks stories in a “trap bay”: research and valorisation in Torre S. Sabina (Brindisi, Italy).

Rita Auriemma¹, Antonella Antonazzo², Alessio Calantropio³, Filiberto Chiabrando³, Luigi Coluccia¹, Danilo Leone⁴, Paolo Felice Maschio³, Maria Turchiano⁴, Giuliano Volpe⁵

¹ University of Salento – first author

² TPP – Regione Puglia

³ Polytechnic University of Turin

⁴ University of Foggia

⁵ University of Bari

The 2020 underwater archaeological research in the inlet of Torre Santa Sabina - Baia dei Camerini (Municipality of Carovigno, Brindisi, Italy) represented the first phase of the pilot intervention of the Interreg Italia-Croatia *UnderwaterMuse* project, which aims to enhance and make accessible the huge underwater heritage of the areas involved through the creation of submerged archaeological parks and the narrative and communicative use of the virtual reality. The Puglia Region - Department of Tourism, Economics of Culture and Valorization of the Territory, partner of the *UnderwaterMuse* project, launching these researches aimed at valorisation, has involved the three regional Universities thanks to an agreement.

The fruitful synergy between the various actors involved and the support of the territory and the community have allowed the achievement of the objectives of this campaign, preliminary to the broader and more articulated intervention foreseen for the next year.

Thanks to the collaboration with the Polytechnic of Turin, the entire stretch of coast was mapped with drone flights, in order to reconstruct the coastal landscape in the various phases, starting from the Bronze Age.

Targeted interventions were carried out on the Roman wreck of the imperial age, beached and abandoned at the ancient shore and now submerged due to the relative rise in sea level, and on the remains of on-board equipment of a ship of the *Serenissima*, the *Galea Magna* (1598).

Another important focus was represented by the stratigraphy of cargos resulting from the various shipwreck episodes, accumulated at the foot of the western cliff.



Abstract



Keywords: underwater cultural heritage, in situ protection and valorization, underwater archaeological park, VR, GIS.

UnderwaterMuse
www.italy-croatia.eu/web/underwatermuse
www.facebook.com/Project-UnderwaterMuse-106106884192806/

Archeologia Subacquea – Università del Salento
www.unisalento.it/scheda-utente/?people/frita_auriemma/didattica/1182442019/scheda
<https://www.facebook.com/ArcheoSubUniSalento/>



2.5. DEGUWA 2, online

Puglia Region and University Ca'Foscary participated to DEGUWA Annual Meeting on Underwater Archaeology In Poseidon's Realm XXVI "Safety and Waterways" (from May 8, 2021 through May 9, 2021), Online Conference in Cooperation with the TRANSMARE Institut of the University of Trier with the lecture "The "invisible" heritage to the challenge of the valorization: the UnderwaterMuse Project" (R. Auriemma, A. Antonazzo, C. Beltrame, E. Costa, I. Kamenjarin, D. Leone, C. Pizzinato, I. Šuta, M. Turchiano, G. Volpe).

The “invisible” heritage to the challenge of the valorisation: the UnderwaterMuse Project

Rita Auriemma¹, Antonella Antonazzo², Carlo Beltrame³, Elisa Costa³, Ivanka Kamenjarin⁴, Danilo Leone⁵, Claudia Pizzinato⁶, Ivan Šuta⁴, Maria Turchiano⁵, Giuliano Volpe⁷

¹ University of Salento – first author

² TPP – Regione Puglia

³ Ca' Foscari University of Venice

⁴ Civic Museum of Kaštela

⁵ University of Foggia

⁶ Informest – FVG

⁷ University of Bari

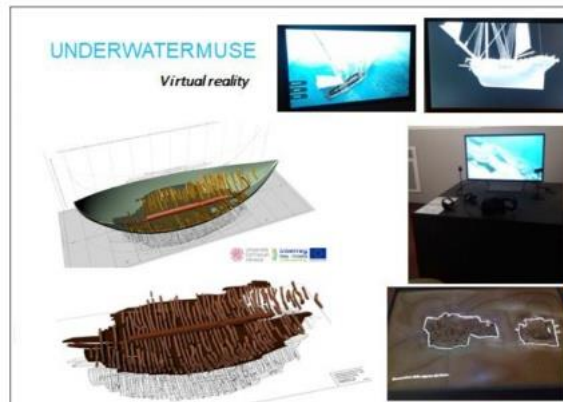
Abstract:

The Adriatic sea is dotted with wrecks and its coasts are scattered by a lot of underwater sites. The routes, the types of hulls and their cargos, the different types of coastal sites in some cases have been well studied, in others only the coordinates are known. The UM project focuses on some of them, in order not only to increase knowledge, but above all to make them visitable by as many people and in different ways as possible, always paying the utmost attention to their integrity.

The project aims at applying on sample areas (maritime landscapes of Torre Santa Sabina, Grado, Resnik/Siculi, Caorle) a methodological and technological protocol based on research/knowledge and development/communication of underwater archeological sites that are complex and multi-stratified, characterized by strong diversity. The project's objective is therefore to transform the site into an underwater archaeological park (or eco-museum) through innovative and/or experimental methodologies and techniques in order to try to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference. An immersive virtual reality (VR) approach renders underwater sites accessible to a wider public, including people with different kinds of disabilities. Training diving guides will improve the immersive experience of underwater sites. Based on the experience gained, an innovative promotional GIS tool, the 'UnderwaterMuse MAP' for promoting underwater sites with accessibility standards, will be developed. The 'UnderwaterMuse MAP' will be promoted at transnational, national and local level, in the Adriatic and beyond.

Keywords: underwater cultural heritage, in situ protection and valorization, underwater archaeological park, VR, GIS.


Abstract



2.6.2nd Virtual International Conference on the Promotion of Accessible Underwater Cultural Heritage Sites “Dive in Blue Growth”

Puglia Region participated to the 2nd Virtual International Conference on the Promotion of Accessible Underwater Cultural Heritage Sites “Dive in Blue Growth” May 12-14, 2021 with the lectures:

“Photogrammetric techniques for digitalization of underwater cultural assets: The case study of the Torre Santa Sabina’s Shipwreck” (R. Auriemma, A. Calantropio, F. Chiabrando, L. Coluccia) and “The underwater wonderland of ancient Puglia” (R. Auriemma, I. Spada, G. De Prezzo, N. Spisso, A. Picciolo, C. Buccolieri, S. Parizzi, E. Costa).



12-14 May 2021
Virtual Conference

12 MAG ALLE ORE 08:30 UTC+02 - 14 MAG ALLE ORE 16:30 UTC+02

2nd International Conference Dive in Blue Growth

Gratis • Evento online

[Accedi al link](#)

2 giorni

Evento di Me Dry Dive

Online: bit.ly

Tutti · Chiunque su Facebook o fuori Facebook

Tutti possono condividere il link
Tutti possono trovare questo evento e accedere alla stanza

Informazioni Discussione

Cosa aspettarsi

The 2nd International Conference Dive in Blue Growth is organised virtually from 12-14 May under the auspices/aegis of the Hellenic Ministry of Culture & Sports and the support of the Ephorate of Underwater Antiquities of the Hellenic Ministry of Culture and Sports, the Central Institute of Restoration and the National Superintendence for Underwater Cultural Heritage of the Italian Ministry of Cultural Heritage and Antiquities and Tourism, the University of Calabria and the Region of Thessaly... continua a leggere

Trasparenza degli eventi

Ti stiamo mostrando queste informazioni per aiutarti a comprendere meglio lo scopo di questo evento.



Archeologia Subacquea - Università del Salento

10 Mag alle 20:45 · 🌐

#appuntamento mercoledì

2nd INTERNATIONAL CONFERENCE

DIVE IN BLUE GROWTH

12-14 May 2021
Virtual Conference

MER, 12 MAG

2nd International Conference Dive in Blue Growth

Carles e 2 amici

[MI INTERESSA](#)



Co-funded by the COSME programme
of the European Union

Conference links



www.medrydive.eu

<https://medrydive.eu/divs-in-blue-growth-ii/>

<https://www.livemedia.com/divsinbluegrowth>

10:50 – 12:30	SESSION 1: The promotion and protection of Accessible Underwater Cultural Heritage Sites (AUCHS) Session Chair: Barbara Davidde Petriaggi
10:50 – 11:10	Different approaches for the protection and enhancement of Underwater Archaeological sites: acquisitions and aspirations Pari Kalamara
11:10 – 11:30	The Innovative and State of the Art Public Access Management of Malta's Underwater Cultural Heritage Darko Kovacevic
11:30 – 11:50	A Roadmap for the sustainable valorization of Accessible Underwater Cultural Heritage; Integration of BLUEMED model for Open and Accessible to all sites Angelos Manglis, Anastasia Fourkiotou, Dimitra Papadopoulou
11:50 – 12:10	Laws, Policies, Techniques, and Utilization for the Protection of Underwater Cultural Heritage in Republic of Korea Jung Young-Hwa
12:10 – 12:30	Protection and promotion of the submerged "Villa of the dolia" off ancient Epidaurus: methods and strategies of an international project Barbara Davidde Petriaggi, Panagiota Galatsatou
12:30 – 13:30	Lunch Break & Networking Lobby
13:30 – 14:50	SESSION 2: Dry dive technologies: dematerializing Underwater Cultural Heritage to make it accessible to everybody Session Chair: Pari Kalamara
13:30 – 13:50	Dry Dive experiences on the far side of the Mediterranean. VR and live video applied for making UCH accessible Carlota Pérez-Reverte Mañas, Felipe Cerezo Andreo, Pablo Osonio López, Luis Mariscal Rico
13:50 – 14:10	The underwater wonderland of ancient Puglia Rita Auriemma, Italo Spada, Giuseppe De Prezzo, Nicoletta Spisso, Andrea Picciolo, Cosimo Buccolieri, Simone Panizzi, Elisa Costa
14:10 – 14:30	Dry Diving and Augmented Reality Simulations of Historical Events and Artefacts Gunnar Liestøl, Michael Bendon, Elpida Hadjidakis-Marder

Part of the agenda; Rita Auriemma, scientific coordinator of UnderwaterMuse project