

EVENT FOLLOW-UP REPORT

Local Event
Grado, 25 May 2023

Event summary

Corresponding deliverable:	D.2.1.2
Type of event (in person or online)	Hybrid
Location (if in person)	Grado
Date of the event	25 May 2023
Time/Duration	9 – 13
Purpose of the event	Capitalizing on the previous UnderwaterMuse project (Italy-Croatia 2014-2020 programme), the local event organized by PP7 – ERPAC aimed at focusing the potential of Friuli Venezia Giulia underwater cultural heritage as leverage of sustainable development.
Short description of the event and key outcomes	<p>The first part was devoted to the presentation of the results and outputs of UM, in particular the pilot intervention on Grado 2 shipwreck - aimed at transforming it in an underwater museum/park - and the narrative and communicative use of the VR/AR to bring the UCH to those who cannot or don't want to dive. In addition to the lectures, the audience experienced a dry diving on Grado 2 shipwreck, protected by metallic cages.</p> <p>In the afternoon, a study visit led by a representative of the G.I.T took the group to discover the Grado ancient and recent history , through its excellence.</p> <p>The lectures of the thematic/technical experts focused on the extraordinary potential of the underwater cultural heritage – UCH of the Northern Adriatic for a sustainable, low/zero impact and seasonally adjusted tourism.</p> <ul style="list-style-type: none"> • Rita Auriemma, University of Salento – ERPAC expert: From UnderwaterMuse to Boost5. Strategies for enhancing the submerged heritage of Friuli Venezia Giulia as a common good <p>The challenge is to make the underwater tourism a tourism for all, and the UCH really an heritage for all.</p>

	<p>Capitalizing UnderwaterMuse through BOOST5, aimed at valorising and preserving the rich and varied cultural heritage in a sustainable way to support economic development, we can develop a new project idea: LAND&SEA CYCLING, based on the involvement of local communities in the enhancement and management of UCH through the merger of cycling itineraries and blue trails -diving/snorkeling/ swimming/canoeing/ etc. – along waterscapes (river, lagoons, sea).</p> <ul style="list-style-type: none"> • Carlo Beltrame, Elisa Costa, University of Venice Ca’ Foscari: Making the invisible visible. Virtual reality at the service of the submerged heritage of the upper Adriatic <p>The gained experience shows that the actual multi-image digital photogrammetry is an excellent solution to obtain a three-dimensional model of the underwater archaeological sites. In addition to the importance of a virtual artefact for scientific investigation, this kind of representation of an archaeological site has been used to create a virtual reality promoting knowledge of underwater cultural heritage to a wide public.</p>
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Participants

Target Group	Target group by AF	Target Value reached
General Public	800	5
Local, regional and national public authorities	35	18
Public services providers	14	
Cultural and natural heritage management bodies	35	1
Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	70	3
Associations, regional innovation agencies	34	3
NGOs	26	2
Education and training organisations as well as universities and research institutes	23	3



Annexes



ERPAC Ente Regionale Patrimonio Culturale FVG

è lieto di invitarLa alla **Conferenza - Visita Studio**

"Valorizzazione ed accessibilità del Patrimonio Sommerso"


25 MAGGIO 2023
 h. 09.30-16.30


G.I.T. Grado
 Viale Dante, 72
 34073 Grado (GO)



09:30 - 10:00: Registrazione partecipanti

10:00 - 10:30: Saluti Istituzionali

- G.I.T. Grado, Roberto Marin - Presidente
- ERPAC, Anna Del Bianco – Direttore Centrale Cultura e Sport Regione FVG e Direttore Generale ERPAC

10:30 – 12:00: Esperti

- Rita Auriemma, UNISALENTO: *Da Underwater/Muse a Boost5. Le strategie di valorizzazione del patrimonio sommerso del Friuli Venezia Giulia come bene comune*
- Carlo Beltrame, Elisa Costa, UNIVE: *Rendere visibile l'invisibile. La realtà virtuale al servizio del patrimonio sommerso dell'alto Adriatico*

12:00 – 13:00: Visita Studio - Prima parte

- Elisa Costa, UNIVE: *Dry diving dei relitti antichi*

13:00 - 14:30: Light lunch

14:30 - 16:30: Visita Studio - Seconda parte

- Leonardo Tognon, G.I.T. Grado: *Visita Guidata di Grado*

Registrazione e partecipazione online:

<https://www.eventbrite.com/e/boost5-leveraging-results-of-5-it-hr-projects-tickets-832712158097>

European Regional Development Fund


 Regional Institute for the
 Cultural Heritage of Autonomous
 Region of Friuli Venezia Giulia