



European Regional Development Fund

# INNOCULTOUR

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Innovation and Promotion  
of Adriatic Cultural Heritage  
as a Tourism Industry Driver

## VIRAL VIDEOS , INTERVIEW AND ALL THE VIDEO CONTENTS

### PROJECT PARTNERS



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## VIRAL VIDEOS , INTERVIEW AND ALL THE VIDEO CONTENTS



**Presentation of the Project: adults target**

<https://www.youtube.com/watch?v=XaUDtNV3Ygs>



**Presentation of the Project: young target**

<https://www.youtube.com/watch?v=tyKXqMEozc0>



### **Presentation of the Project: kids target**

<https://www.youtube.com/watch?v=9kvyl9hkoOc&t=>



### **A journey in the Po Delta area**

<https://www.youtube.com/watch?v=IPihljx89tk>

The promotional 360° video shot with VR technology wants to give the visitor the chance to take a look at the Po Delta territory and its UNESCO MAB recognized Park: an innovative and contemporary area, lively from a creative and cultural point of view, characterized by cultural, naturalistic and environmental excellences from Goro to Cervia and from small inland lowland villages. The aim is to enhance its attractiveness by stimulating the interest in a concrete fruition and discovery.



**Video clip “Gianna”, song by Rino Gaetano**

<https://www.youtube.com/watch?v=IaIH5AQqeH0>

The famous song by Rino Gaetano celebrates its 40<sup>th</sup> anniversary this year and, to celebrate it in the best possible way, a videoclip was made in the unique scenery of the Po Delta Park in two of the pearls of the territory: Cervia with its salt pans, the sea and the historical heritage of its historic center; and Mesola, a place where the presence of the Este dukes in the Castle and the beauty and uniqueness of the Bosco della Mesola remain indelible. The idea of creating a union between creative industry, musical arts and digital expressions intends to reach and speak to the younger generations, narrating with the instruments and techniques so well known to the digital natives what were modern poems for the youth of the seventies - now the their parents - and that today are attracting strong attention in the younger generations.



**Interview with Angela Nazzaruolo, DELTA 2000, project INNOCULTOUR**

<https://www.youtube.com/watch?v=1y51jr2T1Xg>

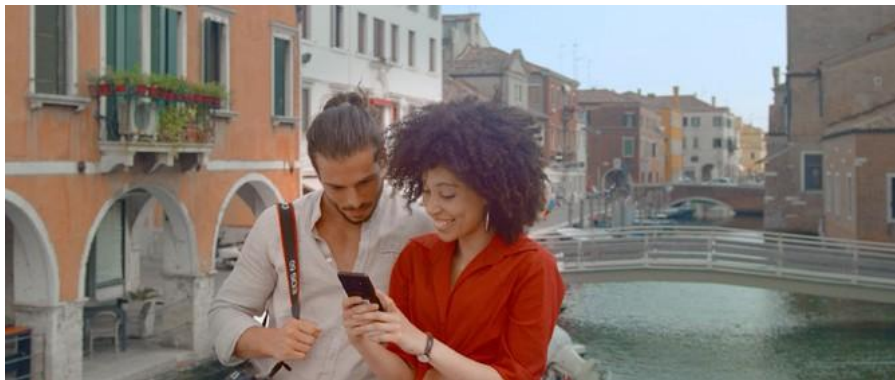
Interview with Angela Nazzaruolo, coordinator LP DELTA 2000, is a short explanation of INNOCULTOUR and the aim to use new technologies to attract new targets, in particular young people, to discover cultural and natural sites.



**Molise, un amore che non ti aspetti (“Molise, Unexpected love”)**

<https://www.youtube.com/watch?v=bh2INJL7BgQ&t=>

A touching love story that reaches the heart of some of the most important local tourism sites in Molise: the castle of Capua in Gambatesa; the Grain Museum in Jelsi; the Museum of Fireworks in Campolieto; the Museum of Arts and Traditions in Riccia.



## Museums on the Venetian Adriatic coast: a journey through Chioggia and Rovigo

<https://www.youtube.com/watch?v=U6z-lphiyBE&t=>

In a journey that starts from the sea and follows the lines of history and nature, we discover the Civic Museum of the South Lagoon in Chioggia and the Museum of the Great Rivers in Rovigo, two of the fascinating cultural sites involved in the INNOCULTOUR project.



## DISCOVER PO DELTA MUSEUMS WITH INNOCULTOUR: MUSEO DEL CERVO E DEL BOSCO DI MESOLA (FE)

<https://www.youtube.com/watch?v=EHY5XEi1AoQ>

## DISCOVER PO DELTA MUSEUMS WITH INNOCULTOUR: Musa Museo del sale & Centro Visite Saline di Cervia

<https://www.youtube.com/watch?v=01zjrALcjoU>

Two video tours to discover the new installations and new offer in Po Delta



### **A journey through the ethno-eco villages of Hvar Island**

<https://www.youtube.com/watch?v=IZjwPfuOwHc&t=>

A video tour to discover the ethno-eco villages of Humac, Rudine, Velo Grablje and Malo Grablje.



### **Videoclip “Jos jedan dan”, song by Marko Tolja**

<https://www.youtube.com/watch?v=3DIYzGr0Fko>

Music video realized in ethno-eco villages on the island of Hvar, Croatia, by a famous Croatian singer.



### **Natural History Museum Rijeka – presentation**

<https://www.youtube.com/watch?v=5q1GLMS0FHo>

A cultural spot for Natural History Museum Rijeka to present the exhibitions and encourage people to visit.



### **One day at Natural History Museum Rijeka**

[https://www.youtube.com/watch?v=3lxjWicHT\\_o](https://www.youtube.com/watch?v=3lxjWicHT_o)

Dinosaur footprints, ancient native animals of the region, fish that can change gender: these are just some of the impressive discoveries that you can make visiting the NHMR.

This video provides a tour of the NHMR, to engage potential visitors.



