

REPORT – SECOND WORKSHOP of WP 5.2

“A museum in connection”, Civic Museum of Southern Lagoon, Chioggia 10th September 2019

On September 10th 2019, between 14.30 and 17.30, the workshop “A museum in connection. The union of tradition and new technologies for a more engaging museum visit and as a starting point for new tourist and cultural itineraries in the city and in the territory” took place in the Civic Museum of Southern Lagoon in Chioggia.

The event, organised by the Veneto Region, as a partner of the European project Innocultour, aimed to promote, to professionals in the tourism and cultural sectors, the two museums involved in the project in the Veneto region: the Civic Museum of the Southern Lagoon of Chioggia and the Great River Museum of Rovigo.

The audience was welcomed by Isabella Penzo, Councilor for Culture and Tourism of the Municipality of Chioggia and the Innocultour project was presented by Valentina Galan, Director of Territorial Cultural Services Coordination Unit of Veneto Region.

The meeting, moderated by Aurora Di Mauro (Museum Office, Veneto Region), started with the presentations of the two museums. Their curators, Isabella Penzo, Nicoletta Ballarin and Chiara Vallini have briefly illustrated the museums’ spaces and collections and then focused on their didactic offer, on future development lines and on collaborations with the territory. The comparison between these two realities, which took place for the first time thanks to Innocultour, highlighted the potential for collaboration between these two institutions.

Following, BAM!Strategie Culturali (BAM!Cultural Strategies), who was in charge with a tourism and marketing analysis for Innocultour, presented the results of its work and the possible strategic lines for the development and enhancement of the cultural and tourist offer for the museums and territories involved. They started to analyse the strengths and weaknesses of the two museums and the perception that tourists and local citizens have of the same; they then identified possible actions to promote tourism and targets on which to focus attention. Starting from concrete examples of other cultural experiences, they also suggested how to reach tourists, especially those potentially interested as the niche of the “slow tourism”.

The second part of the workshop was dedicated to digital and new technologies, at three different times. The first, the presentation of Larin Group, expert in digital communication, who gave some advice to be efficient and effective in an increasingly digital world. For example, some of the suggestions were to build unique proposals for the public, trying to differentiate themselves as much as possible from others; to fully automate the contact system; to always ask for feedback and become obsessed with word of mouth. The second, the projection of the video created by Lumelab for Innocultour with the aim of promoting the Civic Museum of the Southern Lagoon of Chioggia and the Great River Museum of Rovigo. In the video the

two museums and their territories are shown and told, highlighting their ties and the richness of the cultural and artistic heritage they contain. The result is effective and certainly an excellent new showcase . The third, the presentation, both theoretical and practical, of the beacons, the new technologies installed thanks to Innocultour in the two museums, which would make the visit experience more engaging and interactive.

A theoretical introduction was offered by Action, the company that programmed and installed them, explaining what they are, how they are composed, where and how they are generally used and the advantages and disadvantages of this technology. Then focusing on the specific project, they illustrated the connected devices (the tablets), the information inside them and how they work. Subsequently the participants were able to personally experience the beacons in the Civic Museum of Chioggia.

The afternoon was intense and characterized by very positive energy and much interest, above all by the territorial stakeholders. More than a final workshop it seemed the starting point for new collaborations and new projects thanks to the new tools provided by Innocultour.

Moreover, a press conference launching the beacons in the two museums was held in the morning of the workshop, at the *Lampadari* Room of the Municipality of Chioggia, with the participation of Isabella Penzo, Councilor for Culture and Tourism of the Municipality of Chioggia, and Roberto Tovo, Deputy Mayor and Councilor for Culture, Municipality of Rovigo. Furthermore, in the presence of the director of Regional Museum Pole of Veneto, Daniele Ferrara, an important agreement between the municipalities of Chioggia and Rovigo and the Regional Museum Pole of Veneto was signed. The pact aims of enhancing the cultural and tourist offer in a network perspective, between the Venice Lagoon and the Polesine, promoting itineraries that combine an area rich in archaeological, historical, artistic and natural heritage. The signing of the agreement makes also possible to guarantee the sustainability of the results and the continuation of the same beyond the end of the Innocultour project.