

Report on Installations

WP 4 . IMPROVEMENT OF ACCESSIBILITY TO CULTURAL HERITAGE SITES

State of the document	Project Partner	Date of the document
Final	LP DELTA 2000	27.09.2019

INDEX

1. Table with the sites of intervention.....	2
2. Description of the status “quo ante”.....	4
2.1 Site Mesola Castle . The Wood and Deer Museum of Mesola.....	4
a. Description of the site (<i>maximum 2.000 characters</i>).....	4
b. Use of technology before the project’s interventions (<i>maximum 1.500 characters</i>).....	4
c. The innovative solutions to be adopted joined with Museum’s managers and their link to the best practices identified in the frame of the INNOCULTOUR project’s activities (<i>maximum 1.500 characters</i>).....	4
2.2 Site MUSA Salt Museum and Visitor Center Cervia Saltwork and Visitor Center Cervia Saltpan.....	5
a. Description of the site (<i>maximum 2.000 characters</i>).....	5
b. Use of technology before the project’s interventions (<i>maximum 1.500 characters</i>).....	7
c. The innovative solutions to be adopted joined with Museum’s managers and their link to the best practices identified in the frame of the INNOCULTOUR project’s activities (<i>maximum 1.500 characters</i>).....	7
3. Description of the interventions and Technical Sheets.....	9
3.1 Site Mesola Castle . The Wood and Deer Museum of Mesola.....	9
a. Description of intervention realized (<i>maximum 1/2 page</i>).....	9
b. Audience Targeted (<i>maximum 1/2 page</i>).....	9
c. Technical Sheet describing technology implemented and equipment installed.....	9
3.2 Site MUSA and Visitor Center Cervia saltpan.....	11
a. Description of intervention realized (<i>maximum 1/2 page</i>).....	11
b. Audience Targeted (<i>maximum 1/2 page</i>).....	11
c. Technical Sheet describing technology implemented and equipment installed.....	11
4. Feedback from testing of the innovative solutions (<i>maximum 1 page</i>).....	13

1. Table with the sites of intervention

Site Mesola Castle . Museum of Deer and Wood of Mesola (FE)

Name of the Museum	Mesola Castle . Museum of Deer and Wood of Mesola (FE)
Location	Municipality of Mesola , Ferrara Italy
Address	Piazza S. Spirito, 3, 44026 Mesola FE
e-mail	prolocomesola@gmail.com
Website	http://www.prolocomesolaeventi.it/
Contact Person	Stefano Casellato

Site MUSA – MUSEO DEL SALE DI CERVIA Visitor Center Cervia Saltpan

Name of the Museum	MUSA SALT Museum
Location	Municipality of Cervia (RA)
Address	Via Nazario Sauro, 24 - Magazzino del sale “Torre” 48015 Cervia (RA)
e-mail	musa@comunecervia.it
Website	https://musa.comunecervia.it
Contact Person	Director Annalisa Canali

Name of the Museum	Visitor Center Cervia Saltpan
Location	Municipality of Cervia (RA)
Address	Via Bova 61, 48015 Cervia (RA)
e-mail	salinadicervia@atlantide.net
Website	http://www.atlantide.net/amaparco/centro-visite-salina-cervia/
Contact Person	Management Body of Visitor Center Cervia Saltpan Atlantide

2. Description of the status “quo ante”

2.1 Site Mesola Castle . The Wood and Deer Museum of Mesola

a. Description of the site (*maximum 2.000 characters*)

The institution of museum is intended especially for young people and students and is aimed at promoting and spreading knowledge about the local area of the River Po Delta Park. The Museum illustrates the evolution and characteristics of the territory. An important section is dedicated entirely to the Museum of Deer with research, information panels and reconstructions which help to understand from the scientific point of view the evolution of these animals quite unique in their genetic inheritance, physical aspects and behaviour.

The museum of Wood and Deer is located in the Mesola Castle. The most important building in the village is certainly the massive and elegant hunting castle built by the last Duke of Ferrara, Alfonso II during the second half of the XVIth Century. It was the last of the so-called "delizie" (delights) of the Este family. It was meant to provide hospitality for the court during the hunting season, but the entire complex was surrounded by fortification walls with towers. The castle, which stood on the western side of the entire complex, still dominates the village with its four elegant-shaped towers. The main building is surrounded by low service buildings gathered into a semi-circle, which outline the courtyard. Nowadays the castle is used as the seat of the Municipal Library and the Historic Archive. In the Civic Art Gallery important exhibitions of contemporary art take place every year.

Nearest Mesola Castle , Mesola Wood in the Po Delta Park. The Gran Bosco della Mesola covers an area of 1,058 hectares which represent the remains of a woodland complex, once much larger, which originated around the year 1000.

b. Use of technology before the project’s interventions (*maximum 1.500 characters*)

Before the pilot interventions, in terms of technologies in the castle installations present are:

- technology qcode obsolete and connected with an app not always working in the recent years
- museum equipments not always effective and involving and frequently not working;
- presence of video screens and multimedia instruments located in little adequate positions and without comfort for the visitor;

c. The innovative solutions to be adopted joined with Museum’s managers and their link to the best practices identified in the frame of the INNOCULTOUR project’s activities (*maximum 1.500 characters*)

Evidenced the objectives main important to promote and valorize the Mesola area, as:

- use the existing and make it effective through a joint narrative
- use the technologies, the Beacons as a glue between different realities of the territory, such as the Museum and the forest itself: the beacons in fact can be identified as

conceptual bridges between the two realities to create paths that go beyond the potential of the territory, then use Beacons to create cultural tourist routes.

- coherent programming between the three floors of the castle or in any case creating the conditions to make the visitor understand an idea of connection between the different plans
- localization of lbeacons in nodal points
- set up pleasant points of rest during the visit for merchandising, bookshops, etc.
- sharing of the objective of increasing tourist flows, promotion and valorization of sites with new technologies .

Considering therefore:

- best practices
- participatory workshops
- ideas emerged and presented through the Joint Call Competition

the proposals has been the following:

- installation of Beacon on the Museum of the Wood and the Deer (procedures and permis to not allow an immediate installations of beacons in forest or similar)
- audio guides, would play an important role in the museum as a tool that would be integrated with beacons
- proposal of new attractive and innovative technologies: also in relation to some proposals in the framework of the Joint Call Competition, it is proposed the installation of two thematic holograms connected with the history and the proposals of the same. At the entrance to the Museum of the Deer and the Woods, a hologram of Alfonso D'Este and of the Mesola Deer that will serve as the first welcome to the visitor to introduce it to the museum and to the following rooms.

2.2 Site MUSA Salt Museum and Visitor Center Cervia Saltwork and Visitor Center Cervia Saltpan

a. Description of the site (*maximum 2.000 characters*)

Located inside the "Torre" salt warehouse, MUSA preserves a portion of Cervia's history. The museum was founded by the Salt Workers' Cultural Association "Civiltà Salinara" in the aim of keeping the memory of work in saltpans alive. It is a collection of documents, tools and photos showing salt production and its milieu. This is a collection made by man and focusing on man and his culture.

. It was officially opened in 2004 with its new and improved exhibition and permanently located inside the "Torre" salt warehouse, Via Nazario Sauro. The museum's mission is that of safeguarding and preserving tools, pictures and documents testifying life and civilisation as linked to salt and its production. Moreover, it also aims at sensitising people with this subject-matter and at offering useful services to the whole town, its guests and visitors. As a place of meeting, cultural growth and research, its collection enhances and fosters studies and knowledge of the city cultural heritage in the aim of preserving its memory and further arousing interest in the city past and history. The exhibition consists of different sections exploring the world of water, living as a way to develop relationships, and the world of salt and men at work. Visitors' senses

are stimulated so that they can live history, salt production, man's work and their social life as a kind of adventure.

Some of the pieces inside the museum are very interesting and unusual such as the "burchiella", the typical iron boat used for salt transportation. Each September this boat is made to come out of the museum and to sail, with its white cargo extracted in "Camillone" saltpan, along the ancient river course connecting the saltpan to the salt warehouses. This circumstance takes place when Cervia celebrates salt and its own history with a series of events named "Sapore di Sale" – "Salty Taste".

The museum further displays ancient wooden tools once used in salt pans, pictures of salt workers at work, objects and whatever is connected to salt production and to the ancient salt pans.

Besides the very exhibition inside the warehouse, an integral part of the museum is "Camillone" saltpan, the last salt-extraction site where the whole production process is still handcrafted. This is also the only remaining small saltpan of the 144 existing ones before salt production was turned into industrial in 1959.

SALTPAN

The Salt Pan covers a surface of 827 hectares, about 1600 m from the sea. In 1959 the single collection industrial system replaced the previous multiple collection artisan method; the 144 small salt pans existing at the time were substituted with a dozen large basins.

In 1959 the Salt Pan was radically transformed: multiple collection, based on a large number of small family-run salt pans, was abandoned, and the shift was made to single collection on an industrial scale.

The Salina Camillone is the only survivor among multiple-collection salt pans; it is still in operation thanks to the voluntary work by the Civiltà Salinara Cultural Association, producing high-quality salt to Slow Food standards.

Inside the Salt Pan you have the Visitors' Centre, a building which used to be a slaughterhouse and is now fitted up as a meeting point for nature and bird enthusiasts.

Today it is one of the most important observation points for the study and census of migrations along the Adriatic. The Centre is the starting point for guided tours inside the Cervia's Salt Pan; it includes an information path which allows for an in-depth overview of the historical and economic issues associated with salt production.

b. Use of technology before the project's interventions (*maximum 1.500 characters*)

Previous the interventions with INNOCULTOUR, not particular technological devices or tools are in use in Musa and in Visitor Center of Cervia Saltpan.

c. The innovative solutions to be adopted joined with Museum's managers and their link to the best practices identified in the frame of the INNOCULTOUR project's activities (maximum 1.500 characters)

Important defining a strategic plan sharing with the needs of valorizations, conservations and promotions could be reach together; need to create more connection and networks among public and private bodies involved in the management of salt, but also cultural and natural resources of Cervia; need to stimulate and increase the use of creative industry in particular in museum Musa to attract new target and in particular young and children.

New technologies as Augmented Reality, Virtual Reality, beacons as tools are able to facilitate the connection of everyday intelligent objects and mobile devices, reaching the new forms of museum where the technological components make the difference but continue to play a more important role than in the past the cognitive and emotional experiences. An innovative museum, with the visitor at the center as the protagonist of the cultural experience and no longer a passive spectator.

- use the Beacons as a "glue" between different local realities, such as MUSA, Parco del Delta and its Saline; the beacons can favor this greater connection of the Muse, Visitor Center with the concept of ecomuseum and the sea.
- joint narration between salt marshes and muse
- use the technologies to involve the visitor and above all to "tie" the story between the museum, the saline visitor center, the ecomuseum and the salt marshes, even with simple banners on the websites;
- to localize the nodal points of collocation ibeacon;
- create a chain of contents that links the MUSA with the visitor center but also with other stakeholders and individuals, including private individuals in the "sales" chain;
- use of technology (beacons) to improve / increase the interpretative quality of the museum and its accessibility (multilingual, disability equipped, etc.)
- with reference to the MUSA it can be hypothesized that the introduction of beacons will allow to accompany the growth by improving the use and the offer to the visitor
- attract a younger visitor also through new innovative technologies such as App specific for younger.

Considering therefore:

- best practices
 - participatory workshops
 - ideas emerged and presented through the Joint Call Competition
- the proposals that emerge are the following:
- installation of Beacon on the territory both in the museum and in the visitor center.
 - App Realisation: proposal of new attractive and innovative technologies: also in relation to the proposal that was ranked first in the joint call competition, it proposes to create a gaming application Game app where through the use of Beacons, QR CODE, Tag NFC the visitor of the museum / visitor will be able to play aimed at offering the visitor valuable content on the exhibited works and on the stories that revolve around them and generally aimed at the discovery of the elements linked to the territory of Cervia and to salt.

3. Description of the interventions and Technical Sheets

3.1 Site Mesola Castle . The Wood and Deer Museum of Mesola

a. Description of intervention realized *(maximum 1/2 page)*

In the Mesola Castle the interventions realized are the following :

- installation of n.20 Beacons in all the Museum of the Wood with connected an Application Delta del Po - Museums for a guided visit in all rooms of musuems. The app is available in English French and Italian.
- equipment with N.20 audio guides that would play an important role in the museum as a tool that would be integrated with beacons
- installation of n.2 thematic holograms connected with the history : an hologram of Alfonso D'Este and an hologram of deer as first welcome to the visitors to introduce it to the museum and to the following rooms;
- equipment with n.10 visors for view video 3D technologies to present 3d Video of Po Delta area realized: visitors can use their smartphone and viewers in the Museum for a virtual tour to discover the Po Delta "Traveling in the Po Delta" from Goro to Cervia through the small inland villages characterized by environmental, cultural and gastronomic excellence.
- equipment of n.1 personal computer used to prepare and update content of new technologies

b. Audience Targeted *(maximum 1/2 page)*

The audience are:

- adults in particular 25-45
- families with children
- peoples with some type of disabilities

c. Technical Sheet describing technology implemented and equipment installed

Used technology	<ul style="list-style-type: none"> - n. 21 beacons Estimate; technology Bluetooth/NFC; connected with specific App created and available for iOS and Android. - n. 1 Pc for remote control Schneider Consumer AIO n3350 4GB 32GB W10 23.8 " IPS 61 cm (24") 1920 X 1080 Pixel Silver PC All in one (61 cm (24")), Full HD, 4 GB, 32 GB - n.20 audio guides, for a guided visit in Museum in the language italian / franch / english - n.2 video projection system for the 3D visualisation of Alfonso D'Este and Mesola Deer - n. 10 3d virtual video visors 360° compatible con
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	smartphone
Hardware	See “Used Technology”
Software	Native software of devices App to use beacons installed “Museum of Delta Po”
Devices installed	See “Used Technology”

3.2 Site MUSA and Visitor Center Cervia saltpan

a. Description of intervention realized (maximum 1/2 page)

In the MUSA and Visitor Center Cervia saltpan the interventions realized are the following :

- installation of n. 20 Beacon on the territory both in the museum and in the visitor center. with connected an Application Delta del Po - Museums for a guided visit in all rooms of musuems. The app is available in English Deutch and Italian

- App Game realization “Il gioco del sale di Cervia”: gaming application where through the use of Beacons, QR CODE, Tag NFC the visitor of the museum / visitor will be able to play that will allow him to discover the different evolutions of the territory of Cervia and the secrets of Salt and of inhabitants of Cervia saltpans.
- equipment with n.20 visors for view video 3D technologies to present 3d Video of Po Delta area realized: visitors can use their smartphone and viewers in the Museum for a virtual tour to discover the Po Delta "Traveling in the Po Delta" from Goro to Cervia through the small inland villages characterized by environmental, cultural and gastronomic excellence.
- - equipment of n.1 personal computer used to prepare and update content of new technologies

b. Audience Targeted *(maximum 1/2 page)*

The audience are:

- adults in particular 25-45
- children in particular of elementary and medium schools
- families with children
- peoples with some type of disabilities

c. Technical Sheet describing technology implemented and equipment installed

Used technology	<ul style="list-style-type: none"> - n. 21 beacons Estimate; technology Bluetooth/NFC; connected with specific App created and available for iOS and Android. - n. 1 Pc for remote control Schneider Consumer AIO n3350 4GB 32GB W10 23.8 " IPS 61 cm (24") 1920 X 1080 Pixel Silver PC All in one (61 cm (24")), Full HD, 4 GB, 32 GB - n. 20 3d virtual video visors 360° compatible con smartphone
Hardware	See “Used Technology”
Software	<p>Native software of devices ;</p> <p>App Game for iOS and Android system</p> <p>App to use beacons installed “Museum of</p>

	Delta Po”
Devices installed	See “Used Technology”

4. Feedback from testing of the innovative solutions *(maximum 1 page)*

Please, describe the feedback coming from a test made with users belonging to target group to which the interventions have been addressed

The feedback will be possible only in the following months , considering that the installation is be completed in month of September 2019.

The innovative solutions are able to :

- promote e valorize the sites involved thanks to the use of new technologies appreciate by young generation and families with children but also by other target of project increasing tourist flows, promotion and valorization of sites with new technologies .
- use of technology (beacons) to improve / increase the interpretative quality of the museum and its accessibility (multilingual, disability equipped, etc.)
- - attract a younger visitor also through new innovative technologies such as App specific for younger: in particular the App game play a role very important to attract the interest of young generation but not only in a process of play & learning