

INNOCULTOUR

FROM A SHARED HERITAGE TO A JOINT BEAUTY

THE EUROPEAN PROJECT THAT UNVEILS THE
LESS KNOWN TREASURES OF THE ADRIATIC COAST

GOALS OF THE PROJECT

Innocultour is a **European Project by Italy-Croatia** that aims to:

- ✓ Increase the visibility and accessibility of cultural sites less known to the general public

GOALS OF THE PROJECT

- ✓ Strengthen **the routes of the underground tourism**, less travelled but rich of history and beauties
- ✓ Support a sustainable cultural tourism, also **using the potential of new technologies** related to the creative and cultural industry



PROJECT PARTNERS

Innocultour is a cross-border project between Italy and Croatia.

- ✓ Lead Partner: DELTA 2000 | Ostellato
- ✓ Molise Region | Campobasso
- ✓ Veneto Region | Venice
- ✓ PI RERA S.D. for coordination and development of Split-Dalmatia County | Split
- ✓ Natural History Museum Rijeka



INNOCULTOUR PROJECT BY NUMBERS

- 5** Project Partners
- 2** Nations involved
- 8** Cultural heritage sites to be enhanced
- 1** Joint Call competition for Creative Ideas
- 10** workshops in schools
- 10** workshops with local communities

Timeframe: **January 2018 - June 2019**



HOW TO COMMUNICATE THE LESS KNOWN CULTURAL SITES

In January 2019, Innocultour launched a Joint Call Competition to **collect creative ideas** on how to communicate small museums the territory, and the cultural heritage.



CONNECT THE CREATIVE INDUSTRY TO THE CULTURAL HERITAGE

The focus was on **introducing interactive and innovative technologies and approaches** for the promotion of the cultural heritage.

A group of experts selected the winning ideas, which will be official by the end of March.





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CULTURAL SITES INVOLVED IN THE PROJECT

THE CULTURAL SITES

- ✓ MUSA - Salt Museum (Cervia, Italy)
- ✓ Museum of Forest and Deer (Mesola, Italy)
- ✓ Network of Museums and Castles of Fortore Molisano (Molise, Italy)
- ✓ Civic Museum of the Southern Lagoon (Chioggia, Italy)
- ✓ Museums of the Great Rivers (Rovigo, Italy)
- ✓ 4 ethno-eco villages in Hvar Island (Croatia): Humac, Male Rudine, Velo Grablje, Malo Grablje
- ✓ Natural History Museum Rijeka and the Zrinski Castle (Croatia)

MUSA SALT MUSEUM

📍 **“Torre” Salt Warehouse at
Cervia, Italy**

MUSA is an ethnological museum that keeps documents, tools and photos about the story of salt production in the territory of



MUSA SALT MUSEUM

The museum exhibition display **a unique local reality that can be experienced first hand** through the stimulation of the senses: it talks about history, salt production, the evolution of landscapes and the community.



MUSEUM OF THE FOREST AND DEER

 **Castle of Mesola (FE) Italy**

The Museum exhibits flora and fauna of an area rich in unique species. A whole section is dedicated to the **Deer of Mesola** and its influence in the history, culture art and tradition of the territory.



MUSEUM OF THE FOREST AND DEER

From March to November you can **visit the Mesola wood, to observe the deer up close.**

A really exciting way to live the forest, surrounded by the enchantment of its atmosphere, and a unique experience at any age!



NETWORK OF MUSEUMS AND CASTLES OF FORTORE MOLISANO



Network of Museums and Castles of Fortore Molisano

In the Fortore Valley there's a network of castles and small museums that are real hidden treasures of Molise.



NETWORK OF MUSEUMS AND CASTLES OF FORTORE MOLISANO

You will discover little jewels such as:

- ✓ the beautiful Jelsi
- ✓ the frescoes of Gambatesa Castle
- ✓ the spectacular view from the patrol path of Tufara Castle
- ✓ ... and much more



CIVIC MUSEUM OF THE SOUTHERN LAGOON



Chioggia, Italy

The museum is located in the former Convent of St. Francis and collects the most ancient archaeological and ethnographic evidences found in Chioggia and its surroundings.



CIVIC MUSEUM OF THE SOUTHERN LAGOON

The second floor is dedicated to the **local seafaring and shipbuilding industry.**

A beautiful collection that tell this story from 1700 to the present day.



MUSEUM OF THE GREAT RIVERS



Rovigo, Italy

The museum is located in the evocative frame of the ancient Olivetani Monastery.

Following an innovative and scenographic route, the exhibition guide you through **5 different historical eras.**



MUSEUM OF THE GREAT RIVERS



Iron Age



Roman Era

Middle Ages



Renaissance

Bronze Age



ETHNO-ECO VILLAGES IN HVAR ISLAND



Hvar Island, Croatia

There are 4 villages in Hvar involved in the project:

- ✓ Male Rudine
- ✓ Humac
- ✓ Velo Grablje
- ✓ Malo Grablje



ETHNO-ECO VILLAGES IN HVAR ISLAND

Quiet places with magnificent views, these villages are **unique examples of well preserved rural architecture.**

Definitely a paradise for family holidays, hikers, bikers and photo lovers.





Velo Grablje



Humac



Male Rudine



Malo Grablje

NATURAL HISTORY MUSEUM RIJEKA



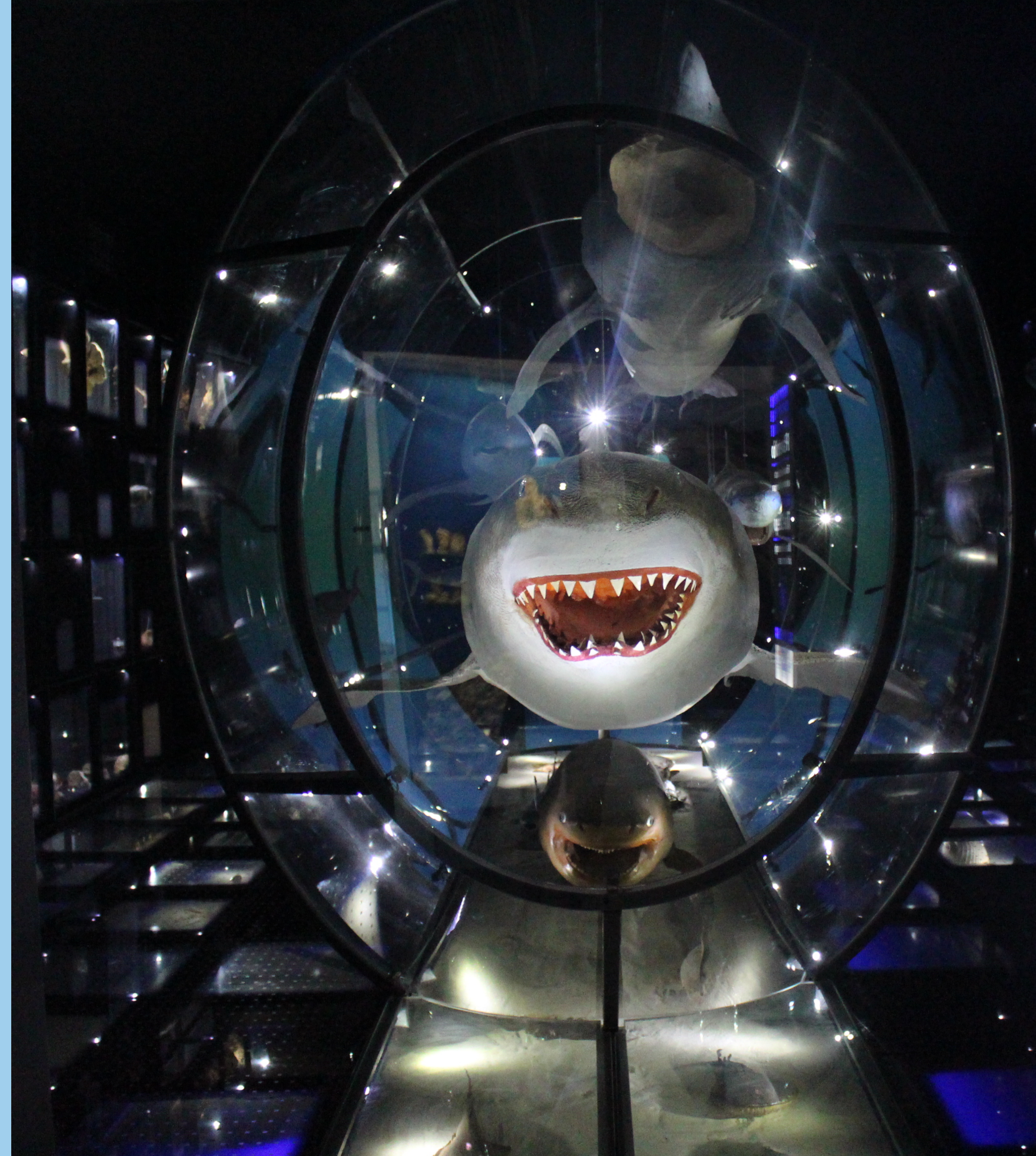
Rijeka, Croatia

At the museum you can explore permanent exhibitions on **geological past and fossil life of the region**, sharks and other underwater inhabitants, as well as land animals.



NATURAL HISTORY MUSEUM RIJEKA

The flagship is the **permanent exhibition *The Deep - Marine Life Diversity in Kvarner Area***: a sensorial journey at the discovery of marine flora, fauna and minerals from Rijeka region. You have chance to discover the wealth and beauty of submarine world and why it's so important to preserve it.



THE ZRINSKI CASTLE



Brod na Kupi, Croatia

The Zrinski Castle Museum operates as dislocated unit in Brod na Kupi at Gorski Kotar, where a **new permanent exhibition *Wilderness with the sea view*** is being set up.



**DISCOVER THE HIDDEN TREASURES
OF THE ADRIATIC COAST, ENHANCED
BY CUTTING-EDGE TECHNOLOGY**

**SEE YOU THERE FROM
JUNE 2019!**

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YOUR ATTENTION**

VISIT US AT BOOTH 68!

