

INNOCULTOUR

INNOVATION AND PROMOTION OF ADRIATIC CULTURAL HERITAGE AS A TOURISM INDUSTRY DRIVER
Innovazione e promozione del patrimonio culturale dell'Adriatico come driver per lo sviluppo turistico.

Seminary programme

14th March 2018 - h. 10.15 / 13.00

c/o Museum of Delta Antico, Via Agatopisto 2 – Comacchio (Fe), Italy

Programme

The seminary aims to discuss together about the possibility to increase the museum attractiveness thanks to the possibility offered by Creative Industry and tools of New Information Technologies. Thanks to the contribution of representatives of museum partners and municipalities involved in the Province of Ferrara and Ravenna which presents experiences of museums involved and the presence of cultural experts on museum exhibition activities will be possible to exchange ideas, opinions and know best practices on how the creative industry and new technologies could improve the attraction of small museums.

Agenda

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| h. 10.15 | Welcome opening sessions
<i>Marco Fabbri, Mayor of Comacchio</i> |
| h. 10.30 | Opening session
<i>Mauro Conficoni, Steering Committee DELTA 2000</i>
<i>Angela Nazzaruolo, coordinator DELTA 2000</i>

The MUSUEMCULTOUR strategy and capitalization for INNOCULTOUR
<i>Andrea Pollarini, cultural marketing expert by DELTA 2000</i>

Open discussion with project partners |
| H.11.00 | Experiences of museums:
The wood and deer museum of Mesola- FE (IT)
<i>Gianni Padovani, Major Municipality of Mesola</i>

Salt Museum of Cervia, RA
<i>Annalisa Canali, Salt Museum of Cervia, RA (IT)</i>

Fortore Molisano Micro-Museums and Castles network
<i>Sorrentino Fatica, Territorial Cooperation Office, Molise Region (IT)</i> |

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- Museum of the Southern Lagoon in Chioggia-VE & Great Rivers Museum in Rovigo
Maria Teresa De Gregorio, Director of Cultural heritage Cultural activities, Veneto Region (IT)
- Ethno eco villages on Hvar island
Mihaela Tomasevic, RERA – Rera Sd For Coordination And Development Of Split Dalmatia County
- Natural History Museum Rijeka today and tomorrow
Željka Modrić Surina, Natural History Museum Rijeka
- h. 11.30** Technologies and their strategic use in museum narration paths
Elisabetta Pozzetti, Art Curator, expert DELTA 2000 (LP)
- h. 12.00** Open Discussion
- h. 12.30** Guided visit at Museum of Delta Antico
- H 13.00** Conclusion