



Discovering the hidden treasures of the Adriatic coast

A **quick guide** to the lesser-known tourist destinations between Italy and Croatia in an imaginary journey through ancient cultures, nature and cutting-edge technology





Have a nice journey!



Would you like to explore destinations beyond the ordinary routes? Or rediscover the territory through a whole new perspective?

The European project INNOCULTOUR is an initiative to **enhance slow and underground tourism**, a model based on attention to environmental sustainability and on the desire to search for sites outside the mainstream attractions.

The project stands for:

- **Increase the visibility and accessibility** of less known cultural sites between Italy and Croatia;
- **Strengthen the routes** of the underground tourism, rich in history and beauty;
- **Support sustainable cultural tourism**, also exploiting the potential of new technologies, from holograms to virtual reality.

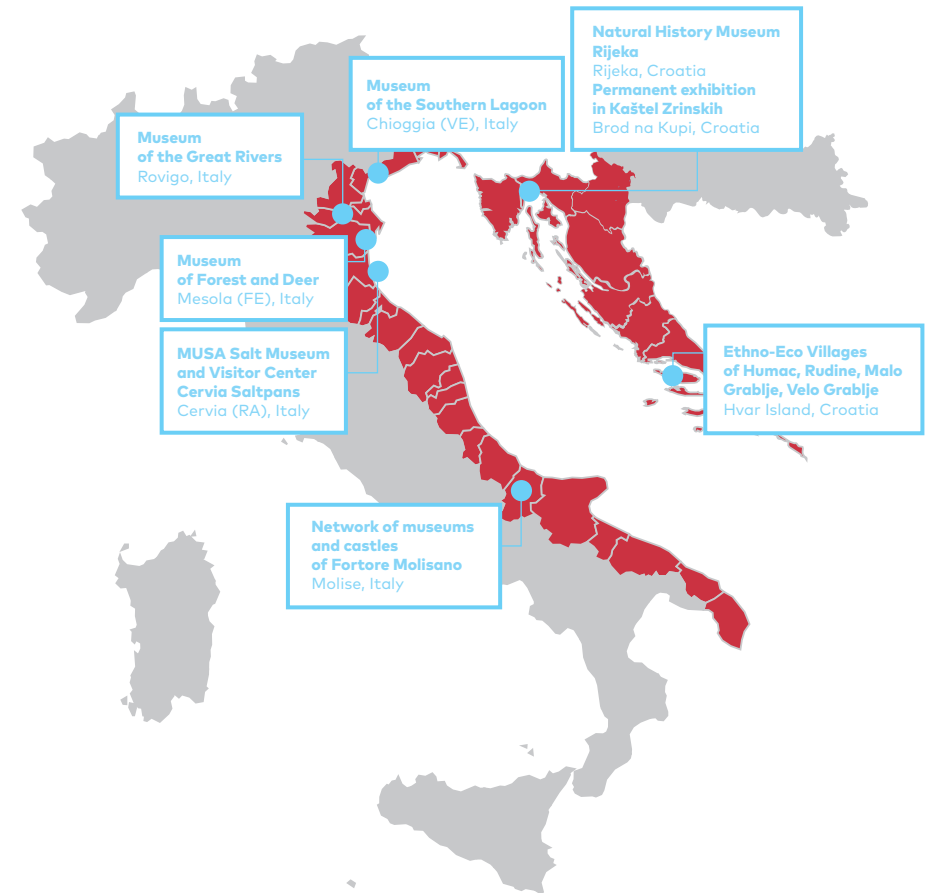
In fact, the project has also developed technological installations to make the tourist experience even more attractive and engaging in 8 selected cultural sites.

This little guide wants to provide tourists with the main coordinates to enjoy this surprising experience.

8 uncommon destinations that you never heard of (but you will want to visit as soon as possible)

Here starts our imaginary tour along the Italian and Croatian Adriatic coast, to enhance their cultural and environmental heritage and promote a sustainable development.

A journey between land and sea, where you will explore unexpected places that share a common passion for their heritage and their peculiarities, be they history, nature, food or economic activities, which they tell with competence and enthusiasm despite being small sites. And from today, they all share the integration of interactive technologies.



MUSA SALT MUSEUM AND VISITOR CENTER CERVIA SALTPANS

Cervia (RA), Italy



Why you will love it

- Yes, salt can tell so much!
- A newly tasty experience thanks to technology
- Kids will love it too
- Keep your camera within reach: discover the salt pan at sunset
- Salt Pan Excursions on foot, by boat, by bike and by mini-train

The MUSA is an **ethnological museum** located in the "Torre" salt warehouse of Cervia. Born from the activity of the cultural group Civiltà Salinara, which wanted to keep alive the memory of **the work in the salt pan**, the museum preserves documents, tools and photos on the history of salt production and of the community on the territory.

The **Salina of Cervia**, which is home to almost 100 species of birds, is a **unique natural habitat** and offers an evocative landscape, particularly enchanting at sunset.

The salina offers guided tours on foot, by bicycle and by electric boat, for families, schools and **birdwatchers** or **nature photographers**.

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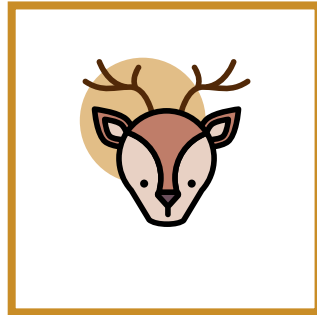
New technologies for an interactive visit



The **Delta del Po Musei app**, which uses bluetooth technology to provide visitors with more contextual information thanks to the installation of 20 beacons | 20 virtual video 360° 3D viewers compatible with smartphones | **App Game "Salt Game of Cervia"** for an educational and recreational path in the museum and in the Visitor Center of the saltpan.

MUSEUM OF WOOD AND DEER OF MESOLA

Mesola (FE), Italy



Why you will love it

- Oh my deer!
- Defenently not a zoo
- For kids and grown ups
- The guided tour brings you even closer to the "landlord"

Located in the Este Castle of Mesola, 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. A structure halfway between a fortress and a luxury residence, the castle is situated on the edge of the former hunting estate, now the **natural reserve of Gran Bosco della Mesola**. From March to November you can visit the Mesola Wood, to observe the Dune Deer up close: a really exciting way to live the forest, surrounded by the enchantment of its atmosphere.

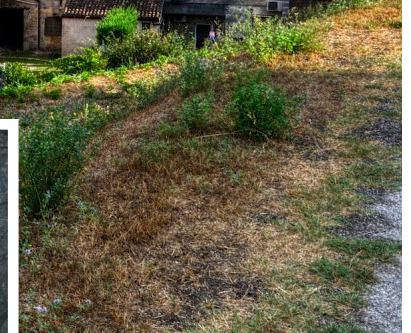
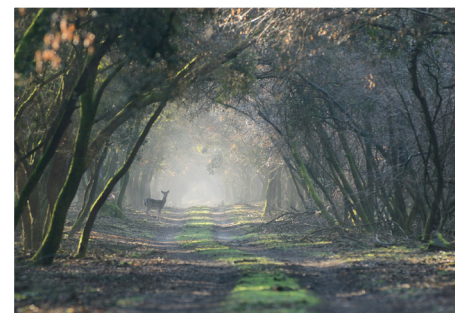
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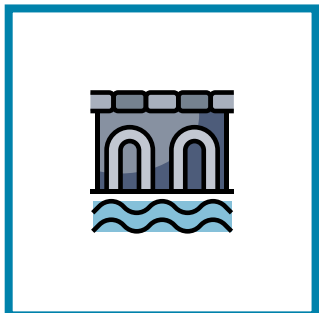
New technologies for an interactive visit



The **Delta del Po Musei app**, which uses bluetooth technology to provide visitors with more contextual information thanks to the installation of 20 beacons | **20 audio guides** | **2 video-projection systems for the 3D visualization** of Alfonso D'Este and the Deer of Mesola, the symbol of the Museum, located at the entrance of Este Castle | **10 virtual video 360°** 3D viewers compatible with smartphones

NETWORK OF MUSEUMS AND CASTLES OF FORTORE MOLISANO

Molise, Italy



Why you will love it

- Multifaceted and varied like a firework
- Never too late for a walk in the Middle Ages
- You can't imagine the view
- Yes, there are holograms!

Small towns perched on the hills, surrounded by a natural and wild territory. Landscapes that suddenly open up and range between the hills, and beautiful castles from which to admire the view. In the Fortore Valley there's a **network of castles and small museums** that are real hidden treasures of Molise.



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Ethno-Anthropological Museum in Campolieto

The Museum houses an exhibition of objects of popular tradition and a permanent display of fireworks, with a documentary archive and original material used for their preparation.

New technologies implemented

A holographic showcase | 5 4G tablets with audio guides and simultaneous translators | 3 augmented reality viewers compatible with smartphones | 6 beacons

MUFEG Grain Festival Community Museum in Jelsi

The MUFEG preserves the artworks made of grain realized every year for the ritual parade of floats that, for over 200 years, occurs every July 26 in honor of the Feast of St. Anne.

New technologies implemented

14 4G tablets with audio guides and simultaneous translators | 50" touchless entry point station | A 3D hologram projector

Museum of Arts and Popular Traditions in Riccia

Located in the historical centre of the village, in the ancient grain store of the lords, the museum exhibits tools related to the local artisan and gastronomic production.

New technologies implemented

A holographic showcase | 8 4G tablets with audio guides and simultaneous translators | 12 beacons

Capua Castle in Gambatesa

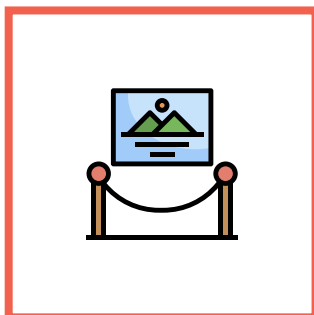
The castle has a medieval design, but there are also sixteenth-century frescoes by the painter Donato da Copertino. On the second floor a contemporary art exhibition can be visited.

New technologies implemented

Multilingual - multimedia guide compatible with all Wi-Fi devices

CIVIC MUSEUM OF THE SOUTHERN LAGOON

Chioggia (VE), Italy



Why you will love it

- A nice cycle path links it to the museum in Rovigo
- The secrets of shipbuilding unveiled
- Don't miss the fish festival in July
- Run away from the overcrowded Venice

The museum is located in the former Convent of St. Francis (which was built in 1314) and collects the most ancient **archaeological and ethnographic evidences** found in Chioggia and its surroundings.

The museum is divided into three floors:

- the ground floor hosts archaeological finds, from Bronze Age to the 4th century A.D.;
- the first floor is dedicated to Cristoforo Sabbadino, famous engineer who worked for Serenissima Repubblica di Venezia during the 16th century, and conserve findings from the 12th century to the 17th century;
- 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.



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New technologies for an interactive visit

20 bluetooth beacons as innovative audio guides which exploit the Bluetooth technology to provide visitors with curiosities, cultural insights and useful information to fully enjoy the museum experience.

MUSEUM OF THE GREAT RIVERS

Rovigo, Italy



Why you will love it

- **Not the usual museum experience**
- **A multisensorial journey through history**
- **(Not only) children are crazy about detailed dioramas**
- **Check the rich calendar of events before going**

The Museum is located in the the old Olivetan Monastery of Saint Bartholomew. It highlights the history and environment peculiarities of the territory, hemmed in between the final stretches of the longest Italian rivers and characterised by the Po Delta.

Following an **innovative and scenographic route**, the exhibition guide you through 5 different historical eras. Beside the traditional series of archaeological finds, there are virtual reconstructions, stage settings, dioramas and scale models that take the visitors to an imaginary journey through the basic stages of their history.

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New technologies for an interactive visit

20 bluetooth Beacon as innovative audio guides which exploit the Bluetooth technology to provide visitors with curiosities, cultural insights and useful information to fully enjoy the museum experience.

ETHNO-ECO VILLAGES OF HUMAC, RUDINE, MALO GRABLJE, VELO GRABLJE

Hvar Island, Croatia



Why you will love it

- An island of treasures, little known to pirates and tourists
- A valuable gastronomic experience
- Do you want to try building a drywall yourself?
- VR glasses for an extraordinary visit experience

Quiet places with magnificent views, these villages are a paradise for family holidays, hikers, bikers and photo lovers.

Humac is a little stone village where the habitants have been occupied with cattle and wine-growing for thousands of years. Here you can find an amazing view of Hvar and the surrounding sea and an exceptional gastronomic experience in Konoba Humac, one of the most special restaurants on Hvar Island.

Velo Grablje represents an exceptionally well-preserved traditional architectural and environmental unit, surrounded by particularly valuable cultivated landscapes. A dry brook line connects Velo Grablje and **Malo Grablje**, a desert village where you can walk within the narrow streets, admiring the stone houses and their fascinating architecture.

Rudine is situated at only 2 km away from the town of Stari Grad, the major port of the island. With its locals, it's a sample of true life in the historical Island of Hvar and the last well-kept secret from tourists.

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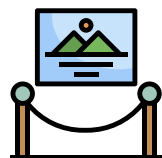
New technologies for an interactive visit

For each ethno eco-village, you can experience a **virtual walkthrough by VR glasses**, with a focus on the key sights and on the emotional impressions. The four virtual walks are available in the Old Town Museum.

The visitors can also experience the **technique of dry stone wall construction** and have fun building their own wall in a village thanks to an **educational and interactive app** created in purpose of the promotion of the cultural heritage.

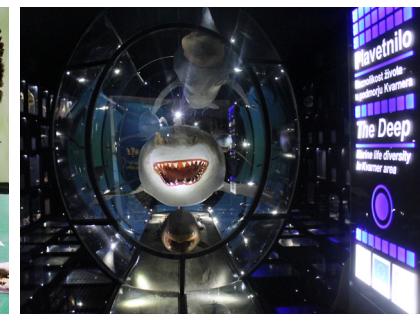
NATURAL HISTORY MUSEUM RIJEKA

Rijeka, Croatia



Permanent exhibition in KAŠTEL ZRINSKIH

Brod na Kupu, Croatia



Why you will love it

- Meet the (holographic) cave bear in person
- Rolling in The Deep
- Learn the fragility of natural habitats
- A castle-museum!

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

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New technologies for an interactive visit

First, a story of the **cave bear** (*lat. Ursus spelaeus*), **represented with the holographic technology**. Visiting the site, you'll be surprised and impress with the size and physical strength of the cave bear, while you'll discover the story of his habits and the reasons of his extinction.

Second, a story of Olm (*lat. Proteus anguinus*), **represented with the augmented reality technology**. The olm or proteus is an aquatic salamander, the only exclusively cave-dwelling chordate species found in Europe.

The aim is to impress visitors, encourage awareness to fragility and vulnerability habitats and awake the sense of responsibility for their survival and for conservation of biodiversity.

Innocultour

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

INNOCULTOUR is an EU project within Interreg Italy-Croatia; its objectives are to increase the visibility and accessibility of 8 less known natural and cultural sites in the Italian and Croatian Adriatic coastal area and to integrate the traditional museum offer with the latest technologies.

By involving creative industries, the local population and the main stakeholders, the project wants to make cultural and natural heritage a lever for more sustainable and balanced local development.

For more information

www.italy-croatia.eu/web/innocultour

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Project Partners

DELTA 2000 Soc. cons. a r.l. | Ostellato as Leading Partner

Molise Region | Campobasso

Veneto Region | Venice

RERA Development agency of Split-Dalmatia county | Split

Natural History Museum Rijeka



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Have a nice journey!

