



RECOLOR - The collaboration between Italy and Croatia is strengthened

The 8 partners led by the Emilia-Romagna Region maintain the route and continue in the realization of new tourist destinations with artistic and landscape value still unexplored.

Cividale del Friuli, 28 - 29 January, 2020

Preceded by a presentation press conference, was held at the Town Hall of Cividale del Friuli (UD) the Third transnational meeting between the 8 partners of the European project RECOLOR - **Reviving and Enhancing artworks and Landscapes of Adriatic** (rediscovery and enhancement of the artistic and landscape heritage of the Adriatic Sea) led by the Emilia-Romagna Region with the participation of 7 other Italian and Croatian partners: Municipality of Cividale del Friuli, GAL Montefeltro Sviluppo, University of Bologna, Municipality of Campobasso, Sibenik Polytechnique, Municipality of Labin and City of Zara.

RECOLOR - It is a standard project financed by Priority Axis 3 (for the enhancement of the environment and cultural heritage) within the Interreg V-A Italy-Croatia 2014 - 2020 programme and has the objective of "making natural and cultural heritage a tool for a sustainable and more balanced development of the territory" through the creation of new models. This strategy will increase the tourist attraction of Italian and Croatian urban and rural landscapes characterized by a significant cultural heritage, but located outside the traditional tourist circuits, thus diversifying and seasonally adjusting the tourist offer in the territory. The available budget is about over 2 million of euros and 30 months of work (from 1 January 2019 to 30 June 2021).

The collaboration between the partners, which started with the meetings in Urbania (PU) in March 2019 and in Zadar in the following September, ensured at the last meeting in Cividale del Friuli the sharing of good practices, the monitoring of the state of the art and the visit of three of the sites included in the pilot project of the Friulian municipality, demonstrating their artistic-cultural and landscape interest.

The 7 pilot projects, starting from the successful experience developed by the Emilia-Romagna Region and GAL Montefeltro Sviluppo, will give life to the best practices that can be used as models for the valorisation, promotion and protection of the natural landscape and art at local level.

EMILIA-ROMAGNA REGION/ GAL MONTEFELTRO DEVELOPMENT - The pilot project that sees the two partners linked by the geographical region of Montefeltro and that enhances the surrounding panoramas of Romagna and Marche identified as a backdrop in some works painted by Piero Della Francesca and Leonardo Da Vinci is already well underway: as many as 8 balconies and panoramic viewpoints have been created out of 9, respectively 5 in Emilia-Romagna region and 3 in Marche region. They are equipped with information material, and comply with the necessary accessibility and safety standards.

MUNICIPALITY OF CIVIDALE OF FRIULI - For the Friulian municipality, the sites of the Monastery of Santa Maria in Valle, the Celtic Hypogeum and Piazza Paolo Diacono are the protagonists of the pilot project that will allow its enhancement, reconstruction and promotion also through the use of three-dimensional reliefs, virtual reconstructions, augmented reality and 3D reconstructions. The city, already an important tourist destination for historical, culinary and landscape reasons, wants to enhance the enjoyment of its heritage making it even more attractive through new technologies.

UNIVERSITY OF BOLOGNA - It is the CAST - Centre for Advanced Studies on Tourism that guides the studies on "cultural tourism and destination development" for the University of Bologna through participation in the RECOLOR project.

MUNICIPALITY OF CAMPOBASSO - The pilot project for the capital of Molise is inspired by the work "La pace tra Crociati e Trinitari" (1592) represented in the painting by Gian Maria Felice and preserved in Palazzo Magno. The narration of this founding tradition of the City today is remembered with the popular festival "Misteri di Campobasso", held in San Leonardo Square. The aim of the project is to enhance and spread the popular tradition and history of the town with the help of new technologies and the creation of a storytelling that increases tourism.

SIBENIK POLYTECHNIQUE - For the Croatian University it will be the Church of Saint Jones (Piccola Loggia) and the restoration of the market of typical local products in the surrounding square that will be the subject of the pilot project. The square will be transformed into a multifunctional space with the market in the morning, the painting school in the afternoon and as a setting for concerts and nightlife in the evening. The painting school will also have the added value of promoting the surrounding and lesser-known landscapes through the discovery of new panoramic places from which to capture the panorama. An example of redevelopment and enhancement already present in the area of Šibenik is the Fortress Barone.

MUNICIPALITY OF LABIN - The Croatian municipality and a local association are working on the revaluation and maintenance of Dubrova Park. The 33-hectare park is an open-air gallery with natural highlands and rich and varied vegetation in which the Istrian stone sculptures made for the international art event MKS (symposium of Mediterranean sculpture) in the 1970s stand out. The heritage is enriched by the White Road (Bijela cesta), a path consisting of 16 separate sections, each 25 meters long, made with creative motifs made of Istrian stone, and finally, the Dolac amphitheater, home to artistic events such as theatrical performances and concerts. In fact, the pilot project aims to make the park and the sculptures present safe, to ensure their safe use and to restore their value as a place of art and tourist destination for locals and tourists.

CITY OF ZADAR - The protagonist of the pilot project is the Sphinx of Zadar (1918), a monumental work built in cement inside Villa Attila. The Sphinx, abandoned to degradation in recent years, represents a cultural heritage not only for the work itself, but also for the legends that are hidden there. The objective of the city of Zadar through the pilot project is precisely to restore and promote the statue through the creation of a new tourist route to restore its original value.

The next meeting between the 8 partners will be hosted by the Municipality of Sibenik on 25 - 26 May 2020.