

**NEWSLETTER NUMBER 2**

july 2020



**Interreg**  
**Italy - Croatia**  
**RECOLOR**

European Regional Development Fund



EUROPEAN UNION

# PROJECT NAME

## RECOLOR

Reviving and Enhancing artworks and Landscapes Of the Adriatic.

## PROJECT PARTNERS

Emilia-Romagna Region - General Directorate Economics of Knowledge,  
Labor and Enterprise - LEAD partner

Polytechnic of Šibenik

Municipality of Campobasso

Municipality of Cividale Del Friuli

Montefeltro Sviluppo Consortium

Alma Mater Studiorum – University of Bologna

Municipality of Labin

City of Zadar

# LABIN

The pilot action in Labin focused on three components: the development of the Strategy of cultural and tourist valorization of the Park of sculpture Dubrova, the Park Sustainability Study, and a virtual walk through the Park. It is in this period that the drafting of the Strategy is coming to an end.



**PARK** skulptura Dubrova of sculptures Dubrova



**Mediterranski kiparski simpozij**  
Mediterranean Sculpture Symposium



The Strategy of cultural and tourist valorization of the Park of sculpture Dubrova was entrusted to the Research and Support Society from Rijeka, whose experts have many years of experience in the field of research in culture and tourism, but also new social phenomena such as social entrepreneurship, social inclusion, and sustainable development.

Work on the strategy began in early 2020 and was expected to peak in March and April, but due to the outbreak, deadlines were moved to the end of July. During this development period, comprehensive research of the existing documentation, interviews with key stakeholders, but also a proposal for a branding strategy was made. The primary analysis is the one from the cultural aspect in which, among other things, the current situation is determined, but also the necessary steps that stakeholders and the Park manager will have to take in the next ten years to adequately culturally valorize the space.

From the **tourism** aspect, the focus is on **sustainable tourism development**, a proposal of **content** that can be offered to visitors, but also the importance of clearly **defining** the **users** of these facilities.

Drafting of the Strategy is coming to an end, and we believe that it will be available for reading in Croatian and English to all interested parties in the next newsletter. **We are convinced that the Strategy will help the Park to position itself on the map of European important cultural events and begin to be a key part of the offer of the Istrian County**

Pilot activities were held in Šibenik. As a part of the Project Recolor, “Mala Loža” or “Piccola loggia” square became another spot for lifestyle, culture, and gatherings. Apart from the **Green Market** will was to be held here every day from 7.00 to 12.00 o'clock, until the 31st of August, with fresh products from local farmers, in the afternoon, this place is to serve for various workshops and events. As a part of pilot activity, streets of Šibenik became an open-air atelier. Three **Art Colonies** were held at "Piccola loggia", "Barone fortress" and "St.Nicola fortress" - a perfect places to get inspired.

This revival is happening thanks to Veleučilište u Šibeniku and other partners joined in Project recolor.

Photo credits and thanks: Dean Batak, and Ivan Buvinić.



# ŠIBENIK

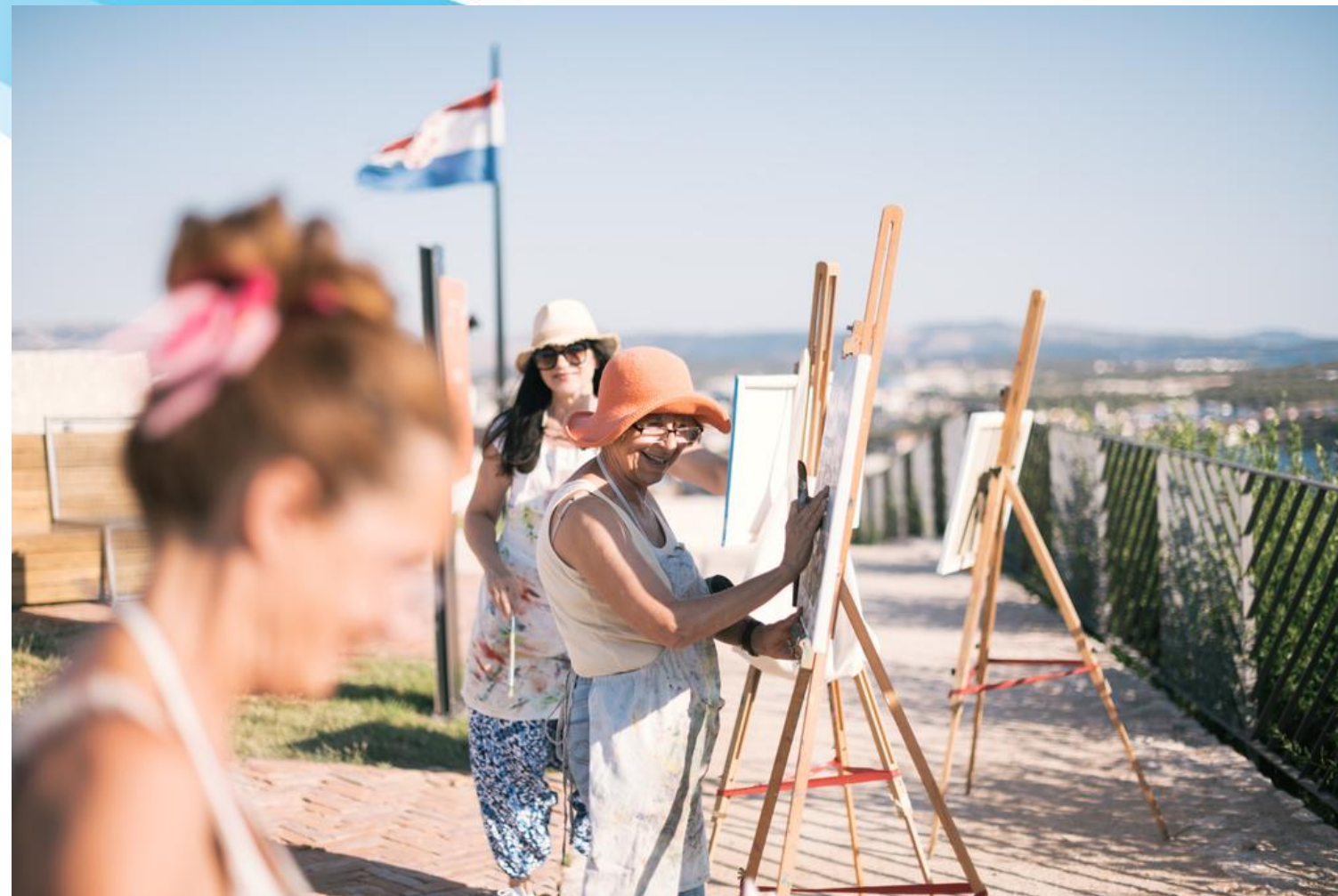


*pilot activities*  
*#InterregRecolor*









# CIVIDALE DEL FRIULI

The municipality of Cividale del Friuli has designed its RECOLOR pilot action in the last months, with the scientific support of a qualified archaeologist. Now the action is about to start. Project activities will comprise the Monastery of Santa Maria in Valle and the Lombard Temple (UNESCO World Heritage Site), the so-called Celtic Hypogeum and the Paolo Diacono Square (both in the Buffer Zone of the UNESCO WHS). In Cividale we will try to make visible what is no longer visible, reconstructing (virtually) what has been hidden by the passage of time.

Photo: Elio and Stefano Ciol



# EMILIA-ROMAGNA REGION AND LAG MONTEFELTRO SVILUPPO

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Preparation for the realization of pilot action proceeded during the coronavirus lockdown in Italy and afterwards. Staffs of Emilia-Romagna Region and LAG Montefeltro Sviluppo coordinated their efforts and made on-field inspections in order to identify the best locations for the new “Renaissance Views”. Here, in the framework of the Montefeltro area, tourists will enjoy the original landscapes – and their evolutions – depicted in the background of outstanding works of art from Leonardo Da Vinci and Piero Della Francesca. In a few months, the building of the new installations of the “Renaissance Views” will be started.





# CAST - UNIVERSITY OF BOLOGNA

The CAST-University of Bologna team designed and organized a specific communication activity for the concept of the “landscape of art” and its three definitions provided in our reports. In March 2020, the CAST-University of Bologna team developed the idea to realize a **series of canvases** to promote the theme of the landscape of art to the broad public. We realized four canvases, a general one with pictures of all the pilot areas and one canvas for each of the three definitions of landscape of art defined in our previous deliverables.

On June 5th, 2020 professors Patrizia Battilani and Alessia Mariotti presented the **project Recolor** at the conference “Oltre la Convenzione. Pensare, studiare e costruire il paesaggio 20 anni dopo” organized by the Florence Society for Geographical Studies. They presented the paper “The landscapes of art as a tourism product between co-construction and public participation”.



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