

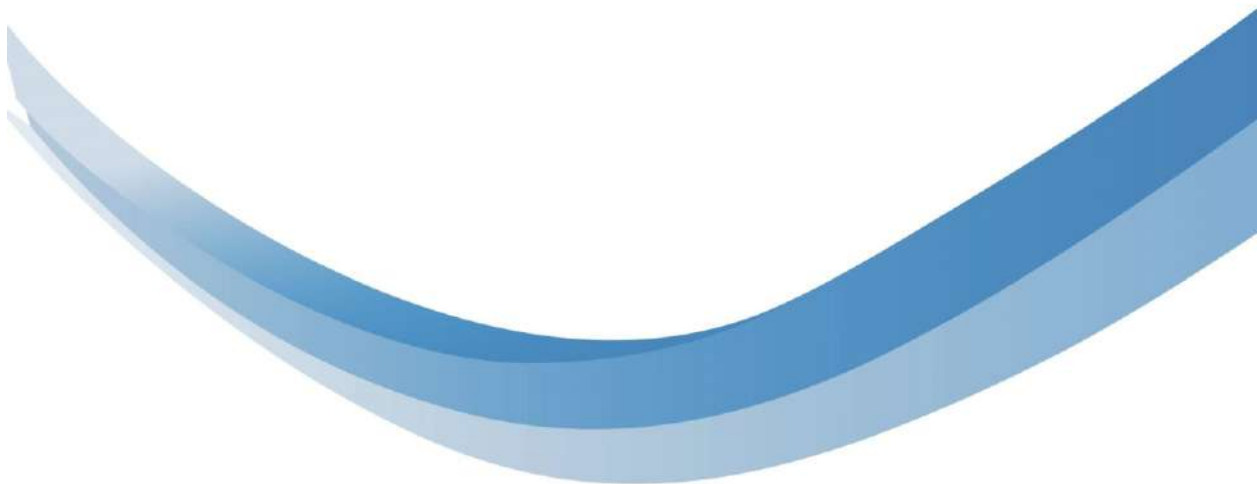
RECOLOR Project

Newsletter N° 3

LP-PP4

European Regional Development Fund

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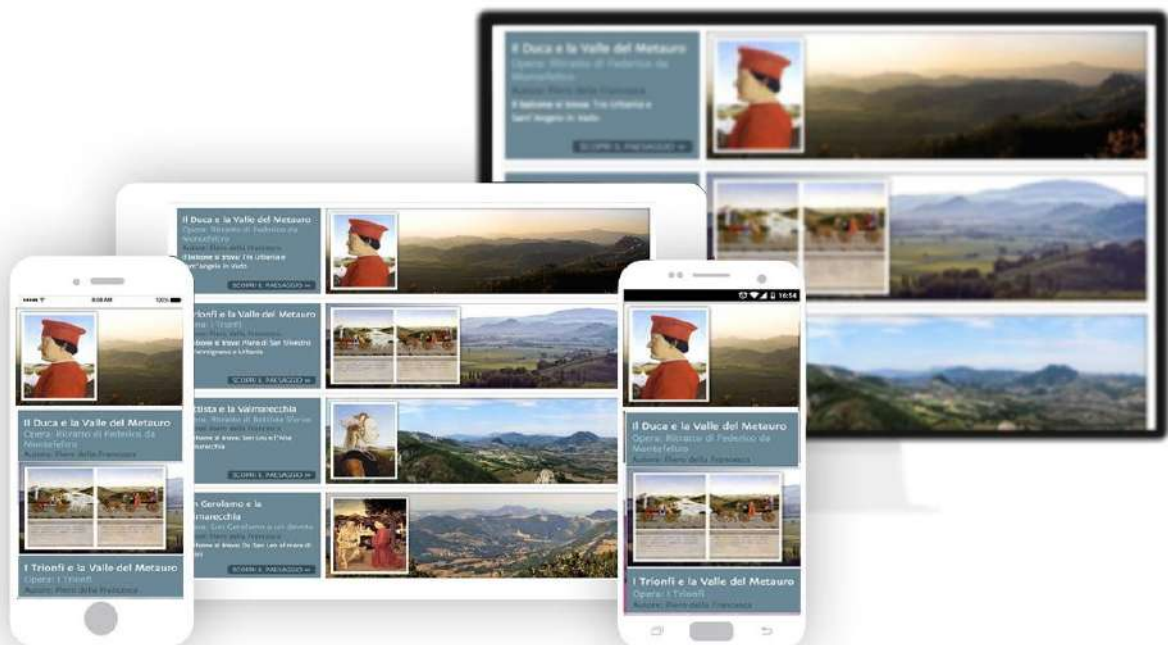


Monday January 11, 2020

The collaboration between the Lead Partner, Emilia-Romagna Region, and the neighboring Partner, GAL Montefeltro and Sviluppo continues for the realization of the ambitious pilot project: the creation of a new and unprecedented tourist scenario, which enhances the landscape of the extraordinary territory of Montefeltro, portrayed in some of the major works of art of the Italian Renaissance, such as the "Gioconda" (Mona Lisa) by Leonardo Da Vinci, the "Baptism of Christ" and the "Portraits of the Dukes of Urbino" by Piero Della Francesca and many others.

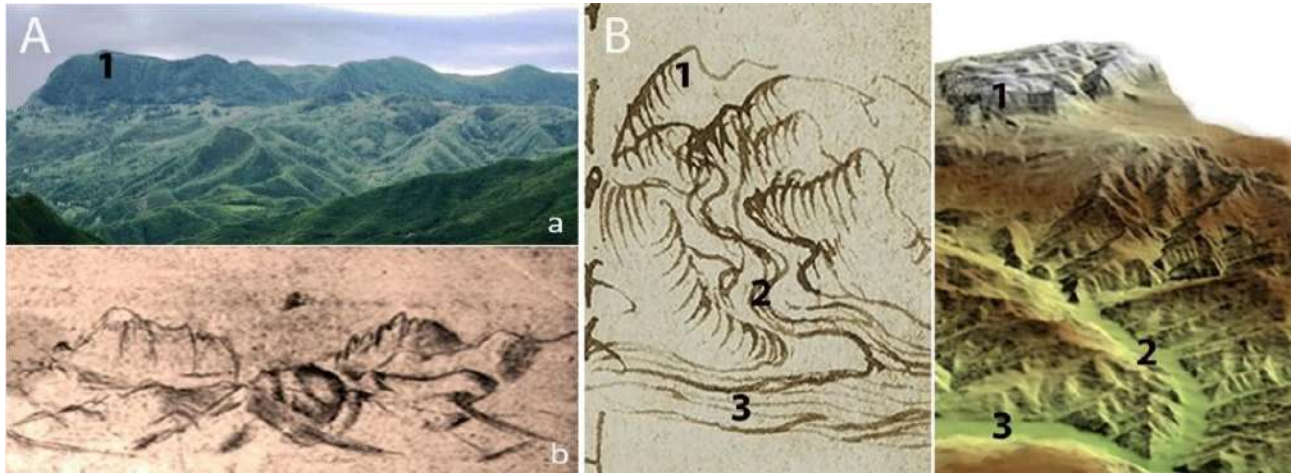
Right from the start, the planning of strategic communication played a fundamental role for the realization of the pilot and to guarantee usability and a structured engagement of its target thanks to new technologies.

In fact, despite logistical difficulties due to the Covid19 pandemic, the far-sighted and well-structured implementation methodology that has always underpinned the pilot has allowed us to continue working following the initial guidelines. The realization of the **Web App** and the **e-book** related to the pilot project are underway through in-depth iconographic research, innovative digitization techniques, contributions from art history and geomorphology experts, web and press marketing activities for local, national and international promotion. Tourism promotion experts are working on the definition of the tourism product, while the planning and construction phase of the observation spots from which it will be possible to observe the correspondence between works of art and landscapes will soon be boosted.



Evocative image

Furthermore, the research does not stop, and new correspondences between the landscapes of Montefeltro have been found in three artworks by Leonardo di Vinci that had not yet been geographically identified. This important discovery accredits the climate of cultural fervor and dynamism of the Duchy of Urbino: artists, mathematicians and architects used to come to these lands and find a natural landscape of great impact and inspiration waiting for them. A landscape that today offers itself to tourists and visitors as a true outdoor museum to be discovered.



A: Mt. Aquilone present landscape (a) compared with Leonardo's drawing (Sheet Windsor, Royal Collection, Ph Scala, Firenze)(b). From "The usefulness of geomorphology for finding the landscapes drawn by Leonardo Da Vinci in the Montefeltro region (Central Italy)" by Rosetta Borchia, Olivia Nesci

Also, on the communication front, some project gadgets were created in eco-sustainable materials, water bottles and block-notes, while an ethical fashion laboratory, Cartiera, realized the shopping bags.






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CARTIERA è un laboratorio di moda etica che realizza accessori in pelle e tessuto lavorati secondo le tecniche artigiane del Made in Italy, recuperando materie prime dall'industria dell'alta moda e impiegando persone in condizioni di svantaggio.

CARTIERA is an ethical fashion laboratory, where leather and fabric accessories are realized, implementing the artisan techniques of Made in Italy. Materials are recovered from the High fashion industry and processed by disadvantaged people.