

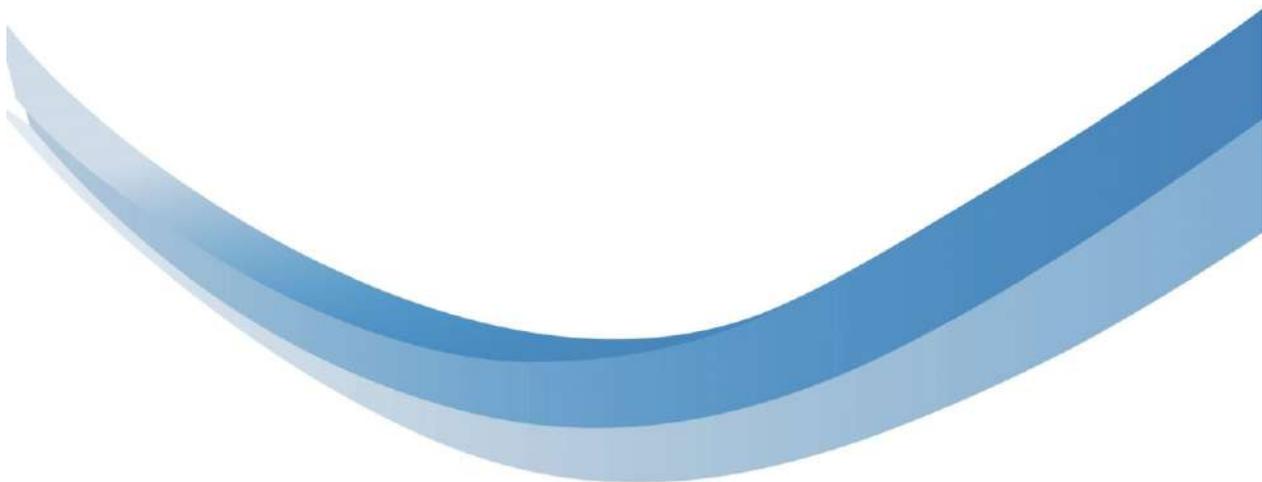
# RECOLOR Project

## Newsletter N° 4

LP-PP4

European Regional Development Fund

[www.italy-croatia.eu](http://www.italy-croatia.eu)



Wed June 30, 2021

Although the Covid-19 pandemic slowed down many activities, the Emilia-Romagna region took advantage of this time to achieve many goals in the field of project communication.

Several promotional materials, including ecological gadgets, were completed in the latter period.

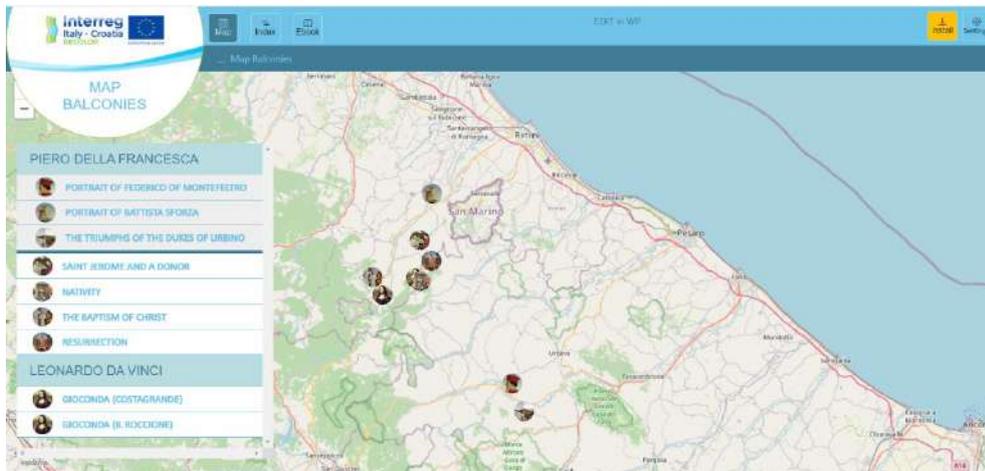
In recent months, further steps have been taken, an identifying logo for the Pilot project related to the visual identity of the INTERREG Italy-Croatia programme has been created.



In order to complement the many promotional tools with a reference point that would deepen the great research carried out for the Pilot project, an e-book was drafted, available in Italian and English language and designed to be used on several different types of devices.



The e-book will soon be hosted on the dedicated Web App, which adds interaction and multiple possibilities for in-depth study to the functionality of the ebook. The web app is currently being refined and will be released at the end of September. It will allow two ways of visiting: guided tours, following the balcony index and free selection of the 9 Balcony on the map. For each balcony will be available interactive panorama comparison with panning and viceversa, 3D view, tour, video.



Images not yet final, but evocative of the many functionalities and interactions that the web app will provide to its users

Among the Web & Press Marketing activities dedicated to the Pilot project, a Facebook page has been set up where updates and insights on the balconies and the featured artworks are and will be published. We invite you to like and discover everything about Montefeltro Art Views!



Montefeltro Art Views  
23 giugno alle ore 11:50 · 🌐

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**Behind #MontefeltroArtViews**

An innovative scientific study has discovered that the backgrounds of famous Renaissance paintings were not artists' imagination but a representation of real landscapes of the Duchy of Urbino at that time: this is how Montefeltro Art Views were born, the circuit of natural balconies within [Project Recolor](#) from which to look out and enter the works of art, discovering the secrets of the paintings and their landscapes.

*Pic of the Metauro Valley | BALCONY OF FEDERICO DA MONTEFELTRO, Diptych of the Duke and Duchess of Urbino by Piero Della Francesca*



On the other hand, GAL Montefeltro Sviluppo (PP4) is working on the physical interface of the Montefeltro Art Views. A technical team of experts designed the new touristic product that will allow visitors to discover, in place, the real landscapes depicted by Piero della Francesca and Leonardo da Vinci as backgrounds of their Renaissance masterworks.

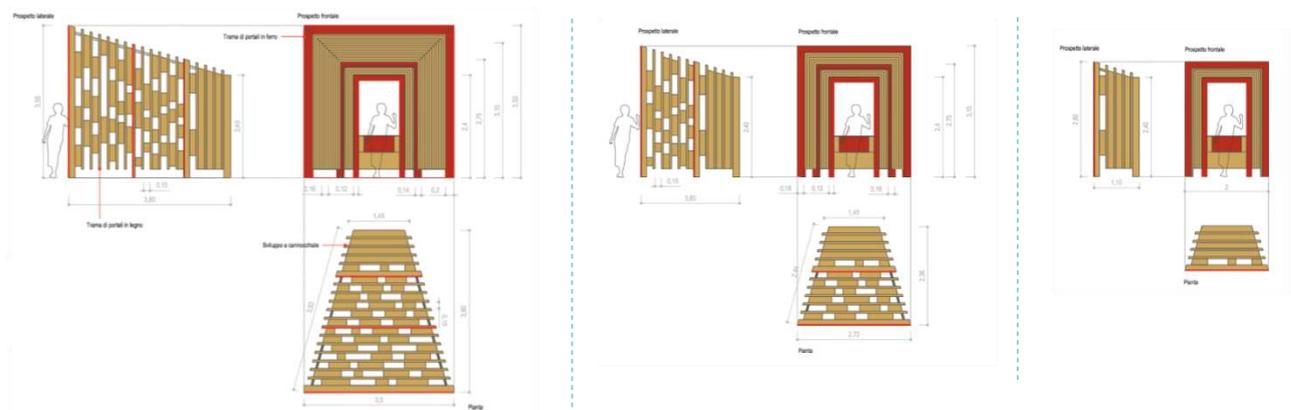


Provisional preview of the Vista Point from the preliminary project



Preview of the explanatory panels inside the Vista Point

The Montefeltro Art Views physical interface was conceived as a network of vista points that support the tourist in the interpretation of the landscapes of art. It is composed of different modules that will harmonize with the surrounding places. The project implementation will kick off during the summer.



Modular Vista Point: Large, Medium and Small. From the preliminary project