

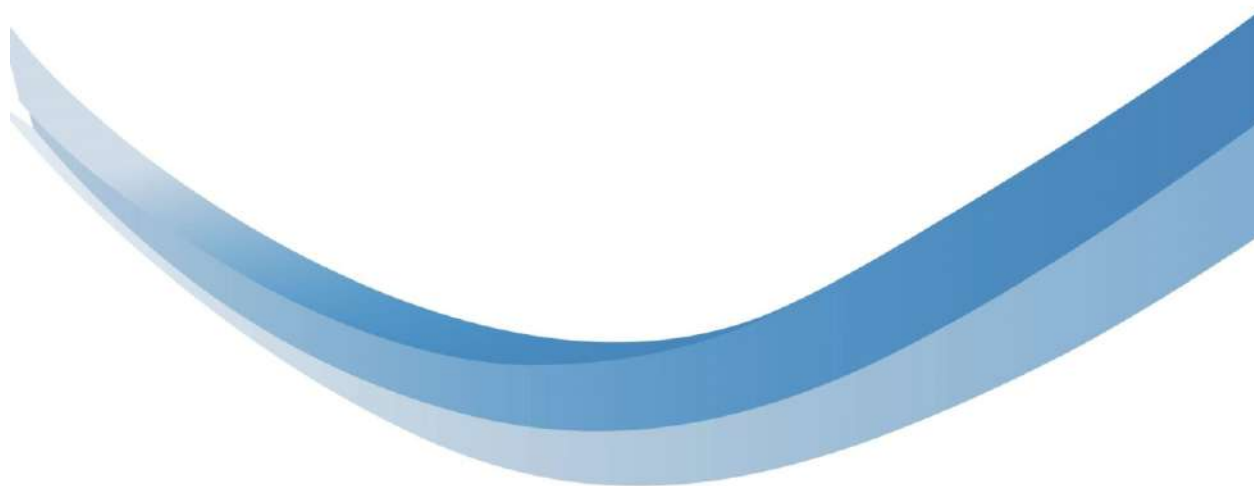
RECOLOR Project

Newsletter N° 5

LP-PP4

European Regional Development Fund

www.italy-croatia.eu



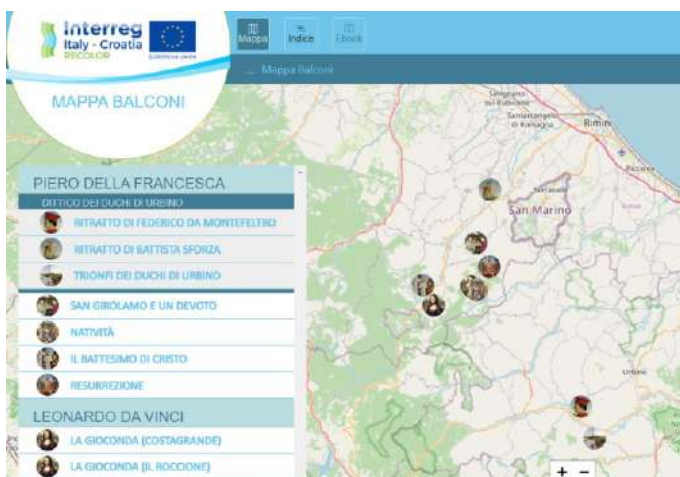
Wed December 31st, 2021

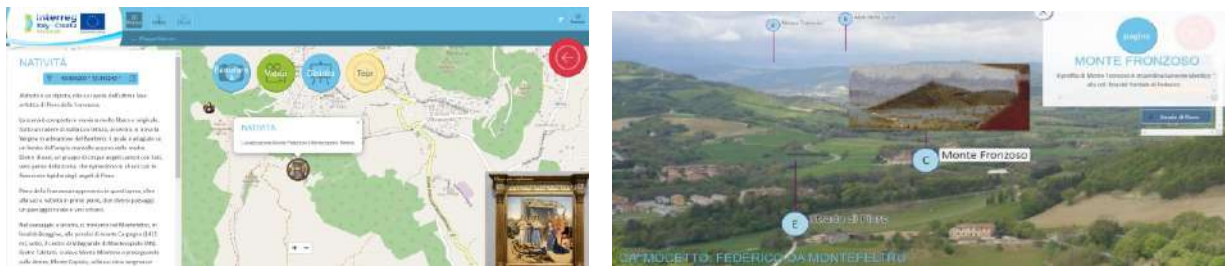
The commitment of the LP lead partner - Emilia-Romagna Region and the PP4 Partner - GAL Montefeltro Sviluppo to the project continues, which, also aided by the gradual slowdown of the Covid-19 emergency, has begun to take shape both with the physical realization of the balconies and with in-person promotion and information events.

For widespread dissemination and hybrid enjoyment of the project's scientific and artistic content, the Emilia-Romagna Region has curated several communication tools, some of them immersive and interactive, dedicated to the "Montefeltro Art Views."

- the Webapp, MontefeltroArtViews www.montefeltrartviews.it (IT/ENG), is an interactive virtual space that allows one to literally immerse oneself in the landscapes of Montefeltro and the correspondences between the paintings and perspectives of the 9 Balconies of Piero Della Francesca and Leonardo Da Vinci with interactive current images of the panoramas, painting/landscape comparisons and vice versa with 3D technology, videos, tours, Ebook.

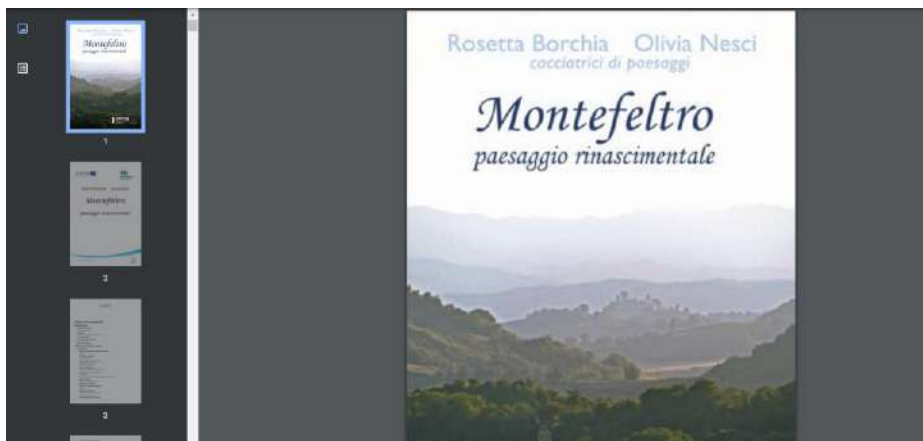
There are two main ways to access the content: a Guided Tour and free selection of the Balconies on the map usable on the main devices in production IOs and Android.





Some screenshots of the Web App, to explore all functions visit www.montefeltroartviews.it

- the eBook NESCI O. /BORCHIA R.; Montefeltro - Paesaggio Rinascimentale /Montefeltro Renaissance Landscapes (IT/EN) that can be browsed and downloaded in its entirety and free of charge from the Web App. The eBook makes it possible to visualize and deepen through interactive links the complexity of the research that the landscape hunters, Olivia Nesci and Rosetta Borchia, follow through the history of the territory, works of art, geomorphological inspections and much more. The eBook was also printed (IT/EN) and some copies were distributed the promotion and dissemination events of the RECOLOR project and the "Montefeltro Art Views" pilot project.



A screenshot of the eBook version and an image of the printed volume.

- At the same time, the Emilia-Romagna Region carried out a punctual work of promotion and dissemination in the area, developing printed communication materials made following the guidelines of the RECOLOR project and declining them according to the specific graphic identity of Montefeltro Art Views. The target area of the project extends between the two regions of Emilia-Romagna and Marche, following the historical boundaries of Montefeltro. A mapping was done of places of historical, cultural and tourist interest (municipalities, local tourist promotion offices, museums, hotels, restaurants, libraries, etc.) to which a set of brochures, flyers, leaflets, postcards and counter displays in dual languages (IT/ENG) was delivered. The objectives of this action included raising awareness toward a transregional project of international interest and communicating the tourism and territorial enhancement opportunities intrinsic in this special natural and cultural path.



One of the displays distributed throughout the territory and an example of a foldable, among the materials produced by the Emilia-Romagna Region

With the decreasing pandemic crisis, it was also possible to carry out scientific-cultural dissemination events for both Partners of the "Montefeltro Art Views" project, which were then covered in the local and national press.

Web App and eBook presentation to the press and stakeholders of the Territory in San Leo (RN)

On November 30, the state of the art of *Montefeltro Art Views - where Art and Landscape intercross* - was presented in San Leo (RN), in the Conference Room of the Medici Palace, to the Mayors of the area involved, the pilot project of the Emilia-Romagna Region and the GAL Montefeltro Sviluppo.



In the photo, Cinzia Cazzoli and Maria Cristina Turchi, Emilia-Romagna Region

Pilot Project Presentation at I.T.A.CA Festival in Urbania, Marche, Italy

On Friday, September 24, the meeting RICOLORE IL PAESAGGIO - new tourism products for landscape interpretation, was held at Barco di Urbania as part of IT.A.CÀ - Festival of Responsible Tourism 2021.

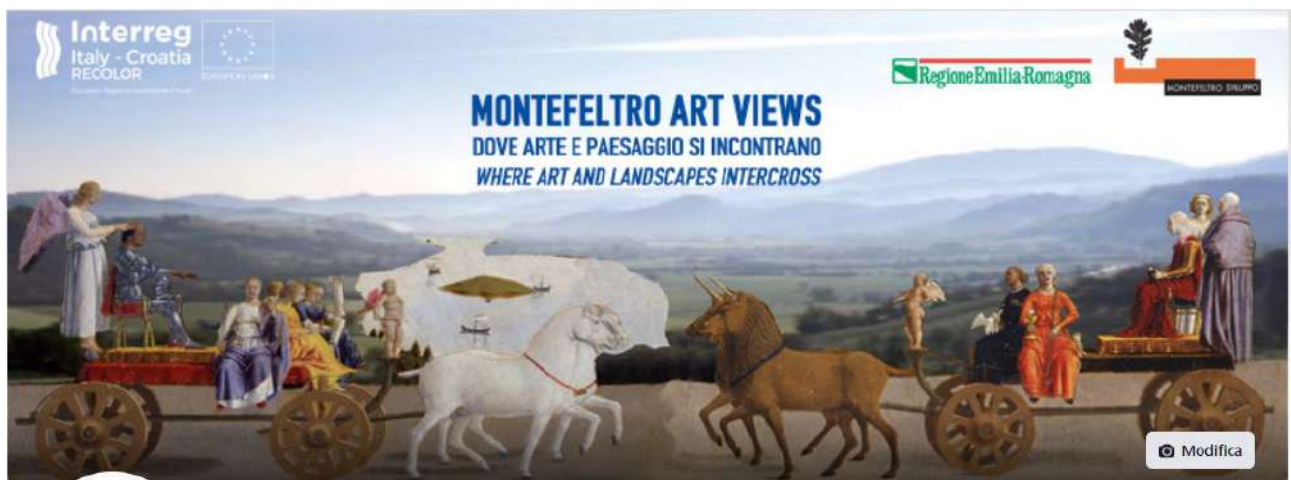
Patrizia Battilani of CAST, Center for Advanced Studies on Tourism at the University of Bologna, a partner in the RECOLOR project, moderated a number of speeches on territorial enhancement initiatives including Montefeltro Art Views, presented here by GAL Montefeltro Sviluppo.



In the photo, Olivia Nesci and Rosetta Borchia, the landscape hunters behind Montefeltro Art Views with Patrizia Battilani, CAST of Rimini, University of Bologna, RECOLOR partner.

Updates and sharing then continued on RECOLOR social accounts (Facebook, Instagram and Twitter) and on the Facebook Page "Montefeltro Art Views"

<https://www.facebook.com/MontefeltroArtViews>.



Montefeltro Art Views

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Finally, a number of preparatory meetings were held for the Final Event, organized by the Emilia-Romagna Region as Lead Partner of RECOLOR and held jointly with the IX Partner Meeting at the Rimini Campus of the University of Bologna, with the collaboration of CAST, Centre of Advanced Studies on Tourism, also a partner in the project.