

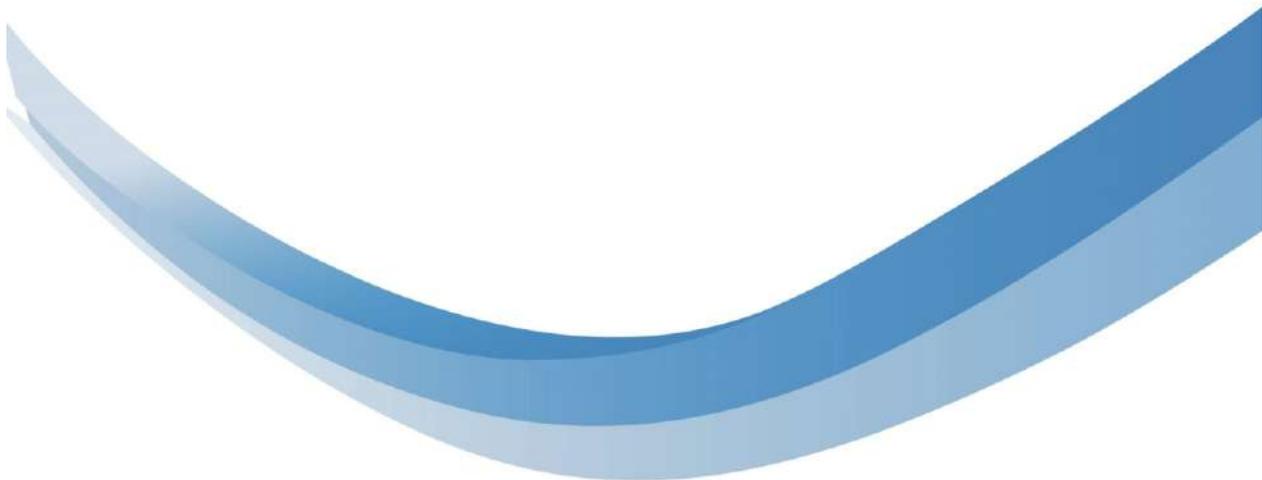
RECOLOR Project

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In 2019, 8 Italian and Croatian Partners began a shared path to jointly enhance their competences and peculiarities in order to conceive and realise together unprecedented tourist routes.

From sculptures to paintings, from monuments to squares, from virtual spaces to physical places, the involvement of national and international visitors characterised all the projects presented, starting from a shared sense of tourist, cultural and landscape (re)discovery.

Despite the difficulties related to the Covid-19 emergency, the partners continued to work, reinventing methods and proposals, achieving objectives and exceeding expectations. Having now reached the end of the RECOLOR project, the assumptions and initiatives proposed are already best practices of international collaboration, as for the European Union's indications on the creation of usable guidelines for future partnerships in Interreg projects, particularly those involving Italy and Croatia.

The Emilia-Romagna Region, as Lead Partner, led and managed the RECOLOR project, coordinating, with the City of Zadar, the project's communication. The Center for Advanced Studies on Tourism (CAST) of the University of Bologna, on the other hand, has prepared the Action plan according to the principles of cultural, social and environmental sustainability.

For the pilot project Montefeltro Art Views, together with GAL Montefeltro Sviluppo, it has transformed a scientific and cultural research into a structured communication and tourist promotion plan. This plan was then declined in cultural routes and destinations in the Montefeltro area, and provided with an important digital kit (Webapp www.montefeltroartviews and eBook) to complete the tourist experience with the opportunity to admire the landscapes and deepen the correspondences of the landscapes with the paintings of Piero della Francesca and Leonardo da Vinci.



The Web App www.montefeltroartviews.it and two pictures of the 'Resurrection' balcony in Montecopiolo (RN) and the "Portrait of Federico da Montefeltro" balcony in Urbania (PU)

During the first half of 2022 GAL Montefeltro Sviluppo, which was responsible for the design of the new Montefeltro Art Views “balconies” where the correspondence between landscapes and paintings can be admired, carried out the realization of six vista points. The balconies were conceived and realized in accordance with the concepts of sustainability and integration of the tourist service, while the choice of materials was led by the coherence with landscapes’ aesthetics. Therefore, the balconies’ aim is not only to the display of the correspondences between works of art and landscapes, but they also want to build awareness about landscapes’ value, both among locals and tourists.

The Montefeltro Art Views project demonstrated the effectiveness - and the foresight - of a trans-regional collaboration looking up to educated, national and international tourism, not only thanks to the participation of the 7 municipalities of Emilia-Romagna and Marche (Acqualagna, Montecopiolo, Pennabilli, Poggio Torriana, San Leo, Sant'Agata Feltria, Urbania) involved, but also to the institutional, cultural and tourist stakeholders who grasped the added value of the initiative, contributing to the success of Montefeltro Art Views.

In the last six months, the gradual decrease of anti-Covid restrictions allowed the final event to be held in presence, inviting all Italian and Croatian Partners to Emilia-Romagna, together with a selected audience of journalists and representatives of the territory.

The final event took place on May 31, 2022 at the Rimini Campus of the University of Bologna, which was also chosen for the valuable collaboration of CAST - Centre for Advanced Studies on Tourism - Partner of the RECOLOR project. Among the guests involved, Cristina Ambrosini, Director in charge of the Cultural Heritage Sector of the Emilia-Romagna Region strongly supported the project, contextualising its opportunities within projects and objectives on a regional scale.



Speakers at the RECOLOR final event with Cristina Ambrosini, Emilia-Romagna Region (centre)

The event was also enriched by a press conference attended by Mauro Felicori, Councillor for Culture and Landscape of the Emilia-Romagna Region, the Mayors of the municipalities involved and GAL Montefeltro Sviluppo, who told the Press about the opportunities for territorial development generated by the Montefeltro Art Views project.



Emilia-Romagna Region press conference with Councillor Mauro Felicori (centre)

In the preceding months, promotional materials such as brochures, flyers, folders, counter displays, postcards, shoppers, notepads, water bottles, and press folders were produced and distributed. In particular, a specific kit was prepared for attendees and press journalists containing also the printed version of the eBook *NESCI O. /BORCHIA R.; Montefeltro - Paesaggio rinascimentale /Montefeltro Renaissance Landscapes* (IT/EN).



The project gadgets, some promotional materials and the press kit for participants at the final event.

Participants were then invited to experience the Montefeltro Art Views at first hand with an exceptional guided tour by Rosetta Borchia and Olivia Nesci, landscape researchers and hunters, who could explain the landscapes and correspondences with the paintings and historical and geomorphological reliefs they carried out in their research and which can now be enjoyed by all from the new balcony structures.

Another occasion for the dissemination of the brochures was the participation of GAL Montefeltro Sviluppo in the “Il Legno e il Mare” event, that was held in Riccione (RN) on June 25th 2022. On this occasion, GAL presented the Interreg projects in which it was involved as a partner. As for RECOLOR, the Montefeltro Art Views were introduced through the outputs produced by Emilia-Romagna Region.



A picture of the Balcony of Montecopiolo (RN) visited on 31 May 2022

Lastly, yet again at the Rimini Campus, on June 1st, 2022 the last of the Transnational Meetings was held and all the RECOLOR project Partners (Emilia-Romagna Region, Šibenik Polytechnic, Municipality of Campobasso, Municipality of Cividale del Friuli, GAL Montefeltro Sviluppo, University of Bologna, Municipality of Labin, City of Zadar) presented the conclusion and the goals achieved in their territories with each pilot projects. The cooperation and enthusiasm for the results of the integration between naturalistic landscapes and art history, between online and offline experiences, were fundamental for a mutual exchange of strategies and resolutions that will continue to grow after the end of the project.

These important moments were promoted in local, national and international channels both through the social accounts of the RECOLOR project and partners (Facebook, Twitter and Instagram) and the Montefeltro Art Views Facebook page, and through the dissemination of press releases, photos and videos to the traditional and online press. An important driving force for communicating the project is the regional website for [Cultural Promotion Abroad](#), which has welcomed and chronicled the RECOLOR journey from its beginnings to the final event.



Some extracts from the post-event press review of May 31, 2022