ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage
3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D 4.2.1. 4 Cross-border cultural events

WP4 Promotion of tourism destinations
A4.2 Cross-border cultural events

VENETO REGION, PUGLIA PROMOZIONE AGENCY,
KVARNER TOURIST BOARD, PI RERA SD

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In Application form the deliverable **D 4.2.1 Cross-border cultural events** is defined:

„4 Cross-border cultural events organised (2 in IT - Veneto Region and 2 in HR - Primorje-Gorski Kotar County and Museum of Fine Arts) - The ultimate goal of the events organisation is the tourism promotion of destinations, attracting tourists through culture, as well as the demonstration of the practicality of the events organisation by the usage of the application."

„The aim of this activity is to organise two cross-border cultural events in each country, which will be fully organised within the IT platform. The aim is to demonstrate the functionality, simplicity of use and benefits of the organisation in that way, but also to promote the use of cultural contents in order to develop the tourism product. An additional objective of the event organization, is the production of video material that also serves for the artists and organisers in their presentation through the IT platform. Through the organisation the functionality of part of the platform which serves as a communication tool between producers of cultural content and organisers of cultural and tourism events, will be demonstrated. The Partner responsible for this activity will be the Veneto Region with the assistance of TZ Kvarnera and Regional Tourism Agency Puglia."

Partners organised and documented 4 crossborder events.
“Enhancing touristic development and promotion through prism of culture”

D 4.2.1 Cross border cultural event

Kaštela, 26th and 27th April 2019.

Promotion of tourism destinations
Cross border cultural event

PI RERA S.D.

Version – 3rd reporting period
Public document
SUMMARY

Activity 4.2. Cross border cultural event was organized in Kaštela 26th and 27th April 2019. First day of the event was the opening of the Creative Spring on April 26, 2019 at 7.30 pm at Vitturi Castle in Kaštela city. The cultural event continued on April 27 when the The World Cup in preparation of cuttlefish and broad beans was held.

The two-day cultural event featured seven traditional Kastela dishes and wine production in Kastela. In order to present traditional Kaštela dishes in the best possible way, culinary experts have been hired whose recipes were used to prepare them. The program was enriched by musicians from Italy (Bari, Puglia) and Croatia (Kastela), thus demonstrating and proving the inseparability of cultural and gastronomic heritage. Culinary competitions were organized in the preparation of cuttlefish and broad beans (called the World Cup in preparation of cuttlefish and broad beans), in which the knowledge and skill were weighed by a professional chef and the prize was won by an Italian chef from Bari. This event also had public character and the wider public participated in it.

The following pages contain:
1. Photos – 1st day “The Opening of the Creative Spring”
2. Photos – 2nd day “The World Cup in preparation of cuttlefish and broad beans”
3. Media link about cross border cultural event
1. Photos – 1st day “The Opening of the Creative Spring”

1.1. Musicians/ guests from Puglia Region (ArTVision+ project partner)

1.2. Tasting traditional Dalmatian dishes
1.3. Participants and journalist

2. Photos – 2\textsuperscript{nd} day “The World Cup in preparation of cuttlefish and broad beans”

2.1. Jury evaluates prepared meals

2.2. Winner of the competition - Italian chef from Puglia Region
2.3. Visitors enjoy

3. Media link about cross border cultural event
   https://www.youtube.com/watch?v=OMYGbmk7uOk&t=576s
"Enhancing touristic development and promotion through prism of culture"

D4.2.1 Cross-border cultural events

Venice, June 2019

WP4 Promotion of tourism destinations
A4.2 Cross-border cultural events

VENETO REGION
(+CA FOSCARI UNIVERSITY OF VENICE)

Version – 3rd reporting period
Confidential document
WP4 - A4.2 Cross-border cultural events

Event “EUGANEAN STORIES: MEN AND BOARS” in Euganea Film Festival, Monselice 30.06.2019

A theatrical performance, a concert, a performance between images, music and words to tell the Venetians of today and yesterday, including wild boars, black stories and ancient escapes from Troy. With the voice and texts of Andrea Pennacchi, the interactive visual art of Igor Imhoff, the music of Alen and Nenad Sinkauz (ex East Rodeo).
Euganea Film Festival: il progetto ArTVision+

Dopo la tre giorni di estate, Euganea Film Festival riparte martedì 25 giugno alle 15.30 dalla Villa Pisani di Montecchio. Con un evento che mira ad indagare il complesso rapporto tra marketing e cultura. Il workshop, "Cinema e Turismo tra marketing e produzione culturale" vedrà protagonisti Fabrizio Panizza, docente di management culturale all'Università Ca' Foscari, Giulia Lavarone, docente di cinema e turismo all'Università di Padova e il regista Marco Segato (La pelle dell'orso). Obiettivo è quello di rispondere nella maniera più esaustiva possibile alle domande: quali influenze reciproche si attivano tra l'autonomia creativa degli autori e le diverse esigenze del marketing territoriale? Quali iniziative sono possibili per promuovere una specifica destinazione territoriale? L'incontro si terrà al Villa Pisani, Padova. Ingresso gratuito, info e prenotazioni: info@euganeafilmfestival.it - 04297 4309.

L'incontro fa parte della serie di eventi di Euganea che rientrano in ArTVision+, un progetto promosso dalla Regione del Veneto in collaborazione con l'Università Ca' Foscari di Venezia e finanziato dal Programma europeo Interreg Italia-Croazia che mira a promuovere le destinazioni meno note al grande pubblico attraverso il "prisma della cultura", mediante la realizzazione di video promozionali che utilizzano linguaggi innovativi e favorendo l'organizzazione di eventi di carattere internazionale.

Al termine del workshop, seguirà, alle 18.00, sempre a Villa Pisani, la Video Competition ArTVision+, concorso
Comunicato stampa

transfrontaliero riservato ai video realizzati da artisti italiani e croati che puntano a far conoscere alcune delle destinzioni meno conosciute presenti nelle regioni italiane (Veneto e Puglia) e croate (Litoraneo-montana e Spalatino-dalmata).

Al progetto è legato anche il workshop di domenica 30 giugno alle 10.30, sempre a Villa Pisani, che vedrà protagonista il visual artist Igor Imhoff e che sarà dedicato alla gestione e costruzione di contenuti audiovisivi da abbinare a performance musicali e teatrali. Si affronteranno le tecniche di montaggio video dal vivo e la creazione dell’interazione diretta tra le varie forme espressive che compongono uno spettacolo.

Risultato della commistione tra audiovisivo ed esecuzione dal vivo è lo spettacolo che sempre domenica 30 giugno alle 21.30 a Villa Duodo, andrà a chiedere Euganea Film Festival: Storie Euganeo: uomini e cinghiali, uno spettacolo teatrale, un concerto, una performance tra immagini, musica e parole per raccontare i veneti di oggi e di ieri, tra cinghiali, storie nere e antiche fughe da Troia. Con la voce e i testi di Andrea Pennacchi, la visual art interattiva di Igor Imhoff, la musica di Alen e Nenad Sinkaus (ex East Rodeo).

L’evento è ad ingresso gratuito e sarà accompagnato dalla degustazione di vini a cura della Strade Del Vino. In caso di pioggia l’evento sarà spostato al Complesso Monumentale San Paolo.

I workshop sono ad ingresso gratuito con prenotazione obbligatoria

Per informazioni:
www.euganeafilmfestival.it
info@euganeafilmfestival.it
0429 74309

Ufficio stampa:
Studio Pieripi
mob. (+39) 345 7154654
canella@studipierripi.it
www.studipierripi.it
“Enhancing touristic development and promotion through prism of culture”

D.4.2.1 4 Cross-border cultural events organized
Ruvo di Puglia, September 2019
WP 4 – Promotion of tourism destinations
A.2 Cross-border cultural events

PP4 - Agency PUGLIAPROMOZIONE

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Table of contents

1. Executive summary

2. Event programme

3. Photos and video of cross border event

4. Annex 1 – Event programme
1. Executive summary

PP4 Agency Pugliapromozione was responsible for organization of n.1 cross border cultural event. The ArTVision+ event was organized within Talos Festival which is traditionally organized in Ruvo di Puglia since 2012. The 6th day of the Festival was opened at 9.00 am with Artivision + cross border event by Trafik Theater Company in collaboration with Company Menhir Dance and Garibaldi system. From 9 am in the Municipal Pine forest started “In between the stars” workshop led by Jasmina Prolic and it continued with performance at 10.30 am in the Cloister of the Church of San Michele Arcangelo on stage “Love, the only possible truth” and with Jasmina Prolic (body, movement and dance) and Tamara Obrovac (voice, noise and percussion, flute, body). Jasmina Prolic is an all-round artist: dancer, choreographer and pedagogue. Originally from Sarajevo, she lives between France and Bosnia-Herzegovina. She has worked with internationally renowned choreographers such as Maguy Marin, Jean-Claude Gallota, Pale Granhoj and Joachim Schlomer before founding her company in 2002 in Orléans. Since 2008 she has directed the ZVRK Festival. Since 2017 she regularly collaborates with Zak Valenta and the Compagnia Trafik Theater. Tamara Obrovac is a composer, singer and flutist, born in Pula in Croatia. She began her musical career in the 1980s, drawing inspiration from jazz and in particular from the Croatian and Istrian dialect tradition. She is a very prolific composer. She wrote around 200 songs, releasing 11 albums and writing most of the lyrics and music. She has performed more than 500 concerts worldwide. She was nominated for the BBC Radio 3 World Music Awards in the European music and Audience Award category.
2. Event Programme

Please refer to Annex 1
3. Photos and video of cross border event
Cross border event video

https://www.youtube.com/watch?v=Y93u05j9x9c&feature=youtu.be

PP4 - Talos Festival - Cross border cultural event
4. Annex 1- Event Programme

TALOS FESTIVAL
31 AGO 8 SET 2019
RUVO DI PUGLIA - BARI

Music a, danza contemporanea, laboratori in una città d'arte

GU NTHE9 "BABY" SOYIYIER • ORCHESTRA DI PIAZZA VITTORIO • RENAUD
GARCIA-FONS E DORANTES • GIANLUIGI TROVESI • BRUNO TO11+1AS0 • JAQUES
HORELENBAUH • GIRODIBANDA • LA NOTTE DELLA BANDA • VIRGILIO SIENI •
GIULIA H4UREDDU • JASMINA PROLICS • TAMAR A OBROVAC + oit: Irri mus: List: e d nx tnv
ol e lore adds iv PINO PINAFRA E LIVIO HINAFA • Prof l o a tafio GIULIO DE LEO

080 362 8428
GIOVEDI 5 SET
Ruvo di Puglia

AITUision+ Programmr Interreg Cbc Italia-Coazia 2014/2020
A cura di TraFD-Theabe Company in collaborazione con
Compagnia l’Enthir Danza e sistemaGaribaol (Ctoazia/Italid

workshop condotto da Jasmina Ptolicg

-OcaNG Chloatro Ghlee San MicholeArcangele
die con Jasmina Pوفق3 (corpo,
rroirimento e danza) e Tamara Obrovac (voce, rumori e

for info: @ 080 362 8468 - talodmtivaLtl

1/2
ITALY - CROATIA

ITALY — CROATIA

TALOS FESTIVAL INTERNATIONALE
GIOVEDI 5 SETTEMBRE

e "t l ' l " S O n *
Programma Interreg Cbc Italia-Croazia 2014/2020 a cura di Trafik Theatre Company in collaborazione con Compagnia Menhir Danza e sistema Garibaldi (Croazia/Italia)

> Oi e 9 - P l’ et a ? on’ u wale
In between the stars
Workshop condotto da Jasmine Proliñ

> Ore 10:30 – Chiostro Chiesa San Michele Arcangelo
Love, the only possible truth
Die con Jasmine Prollic (corpo, movimento e danza) e Tamara Obrovac (voce, rumori e percussioni, flauto, corpo)
“Enhancing touristic development and promotion through prism of culture”

**D.4.2.1 4 Cross-border cultural events organized**

Mošćenička Draga, 13th September 2019

WP 4 – Promotion of tourism destinations
A.2 Cross-border cultural events

PP1 – Kvarner Region Tourist Office
(+ LP - Primorje – Gorski Kotar County)

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1. Executive summary
2. Invitation
3. Promo brochures of the event
4. Photos of cross border event
1. Executive summary

As planned, the evening at Mosćenička Draga consisted of two segments, which included music, fine arts and literature. Visitors to the event in Mosćenička Draga could enjoy the exhibition of works by visual artists, poetry reading and performances by Italian and Croatian musicians on an open stage in the center of the town.

Venue: Mosćenička Draga, Center (Cisterna Gallery and Center Square)

Date: 9/13/2019, 5:30 pm

Cross-border cultural event within the ArTVision + project in Mosćenička Draga started with the official opening of the exhibition at the Cisterna Gallery - La Cisterna, and continued according to the plan, performances by musicians on stage in the center of Mosćenička Draga (near Hotel Mediteran) and tasting of local delicacies in cooperation with two catering facilities.
2. Invitation

ArTVision+ Crossborder Event, Mošćenička Draga, Croatia
September the 13th, 6pm

We are inviting you to join us in Mošćenička Draga on September 13th and enjoy musical performances by Walter Lupi (Guitar) and Eastern Border Ensemble as well as an art exhibition and a gourmet display of our local delicacies.

Looking forward to your arrival!

Head of Department
mr.sc. Sonja Šišić, dipl.oec.
3. Promo brochures of the event
4. Photos of cross border event