PRESS RELEASE

OPEN AIR MUSEUM “MURTERSKE VEDUTE”

*Development Agency of Šibenik-Knin County is implementing under TAKE IT SLOW, a pilot project that includes the establishment and equipping of an open-air museum “Murterske vedute” (Murter views) in the Murter-Kornati municipality.*

30.03.2022., Šibenik. This locality was chosen as a project micro-destination area, an area of rich natural and cultural heritage with the aim of additional tourist valorization, educating citizens and visitors about its purpose and use as well as additional branding not only of the municipality of Murter-Kornati but also of the wider Adriatic area.

It’s important to mention that the first archeological beach in Croatia is located in Murter, precisely on the archeological site of Colentum, an ancient city that flourished most probably in the 1st century AD during the reign of the Roman Emperor Nero and Vespasian.

This beach, which is two hundred meters long, is the only one of its kind in Croatia, and it combines history, archeology, oceanography, and cultural, sports, and recreational tourism.

Equipping of the museum is expected to be finalized by the beginning of this summer.

“Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow” (TAKE IT SLOW) is an over 3.7-million-euro worth strategic tourism project co-financed (85%) by the European Regional Development Fund through the Italy – Croatia Cross Border Cooperation Programme. Lead partner is Dubrovnik Neretva Region while project partners are Public Institution for Coordination and Development of Split Dalmatia County RERA, Public institution Development Agency of Šibenik Knin County, University of Zadar, Region of Istria, PROMOTURISMOFVG, Veneto Region, Svim SRL Reggional Development Agency, Molise Region, Apulian Theatre – Regional Consortium for Arts and Culture, Emilia-Romagna Region, Abruzzo Region and Puglia Region. The project is designed to manage and promote the Adriatic Region as a green, smart, sustainable, accessible and slow cross-border tourist destination.

Photos:
1. Murter – credit: Colentum.info
2. Murter – credit: Colentum.info
3. Ilustracija
4. Ilustracija
5. Ilustracija

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