

## DELIVERABLE 4.2.1

Way finding system inside the Ancona Port Areas

LP- Central Adriatic Ports Authority

Work Package	4 “Knowledge and usability of cross-border heritage of Adriatic Italian and Croatian ports”
Activity	4.2 “Valorization of tangible cultural heritage in Adriatic Italian and Croatian ports”
Phase Leader	PP9-UNIVPM
Deliverable	Del 4.2.1 “Way-finding system inside the Ancona port areas”

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In the framework of activity 4.2 “Valorization of tangible cultural heritage in Adriatic Italian and Croatian ports”, LP-ADSPMAC was in charge of the realization of the Del 4.2.1 “ Way finding system inside the Ancona Port Areas” aimed at setting up a cultural and touristic itinerary to allow travelers, citizens and visitors to discover the most important and iconic sites of the port of Ancona.

The way-finding system is composed of 9 Points of Interests (POI) situated along the area of the Port of Ancona that correspond to Point of Interest in the Virtual Museum inside the ADRIJO platform. Each Point of Interest is signaled through physical panels with historic and cultural indications in Italian and English languages, and with the QR CODE linking to the ADRIJO platform.

The way-finding system is linked to the Points of Interested uploaded in the virtual museum of the port of Ancona in the ADRIJO platform: each panel provides historic and cultural information in English and in Italian on the cultural sites selected, and it also provides a QR code that directly links to the related Point of Interest in the ADRIJO Platform, showing additional digital material on the same cultural site.

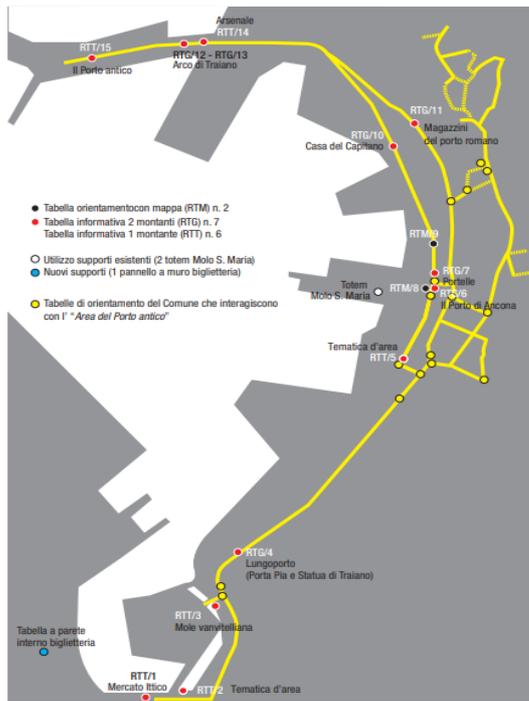
This activity was implemented in cooperation with the Department of Tourism of the Municipality of Ancona and with the Superintendence of Archeology, Fine Arts and Landscape of Marche, thus benefiting from the:

- Visual harmonization: the same typology of panels and graphic design have been used for the panels inside the port areas (in charge to LP-ADSPMAC) and outside, in charge to the Ancona Municipality
- Joint evaluation for a coherent wayfinding path: thanks to the cooperation between the three institutions it was possible to avoid any overlapping of Point of Interest and at the same time including all most relevant sites and monuments of the Ancona port and city;
- Shared information for tourists: the common graphic layout and structure of the panels in the whole city contribute to provide a coordinated and homogenous service for the tourist and facilitate the orienteering and the general framework of information to visit the city and the port.

To reach this objective, LP-ADSPMAC implemented the following phases:

- Technical and graphical project design of the way-finding system;
- Production and setting up of the way-finding panels

The technical and graphical project design of the way-finding system was intended to define the number, the exact location, the graphic structure of the panels to be installed.



During the project design, the overall layout of the way-finding system was conceived, as well as the number and typology of panels.

The panels could be “**Orientating tables**” providing the map with the main closer attractions, or “**thematic tables**” when are located near to a point of interest and are aimed at providing cultural and historic information about it with photos, texts and QR codes.

**ORIENTATING TABLE**



**THEMATIC TABLES**



The phase of production and setting up of the way-finding panels consisted in the definition of the texts, in Italian and English, and of the photos of each panel and concluded with their installation inside the port. In the panels, the logos of REMEMBER project and ADRIJO network as well as the QR code of ADRIJO network are visible.



