

D242 Thematic event participation

17-19/12/2021

Thematic event participation to TourismA, Florence

On 17-19th December 2021 the archaeologist prof. Claudia Pizzinato, as technical expert of LP ERPA, took part to **TourismA – Salone Archeologia e Turismo Culturale** International Archaeological Exhibition, the yearly three-day international event held in the “Palazzo dei Congressi” in Florence (IT).

Tourisma (<https://www.tourisma.it>), organised by Archeologia Viva, is an opportunity for exposure, disclosure and comparison of all initiatives related to communication of ancient world and valorisation of archaeological witnesses, aimed at all the cultural and economic realities active in archaeological, artistic and monumental fields: private and public research institutes, archaeological parks and museums, tourist boards, tour operators and cultural associations.

Prof. Pizzinato participation was linked to the opening of the stand of the Regione Puglia, were together with UnderwaterMuse project was promoted the ESAC (**Centro per la filiera del patrimonio subacqueo**) as Apulian spin-off of the project. The stand stood beside that of the Aquileia Foundation and of Regione Friuli Venezia Giulia, which has further facilitated the promotion of Grado2 underwater conservation and campaign activities.

tourism A

SALONE ARCHEOLOGIA E TURISMO CULTURALE

FIRENZE

Palazzo dei Congressi / 30 settembre - 2 ottobre 2022

Con il patrocinio del Ministero della Cultura

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Programma in aggiornamento

VENERDÌ 17 DICEMBRE 2021

Auditorium 9:00 – 18:00

XVII Incontro Nazionale di Archeologia Viva

Prima parte

Sala Verde 9:00 – 13:00

Eccellenze culturali in Toscana

Siti e itinerari tra Etruschi e Rinascimento

Sala Verde 14:30 – 15:15

L'archeologia a EXPO Dubai

Rivendicazioni identitarie e attrazione turistica

Sala Verde 16:00 – 18:00

Fare turismo culturale oggi

Innovazione e best practice per gli operatori: differenziare le esperienze per tutelare & valorizzare

Sala Onice 9:30 – 12:45

ITER Archeologia Patrimonio e Ricerca italiana all'estero

Sala Onice 14:15 – 18:15

Ostia antica

Il Parco archeologico: patrimonio culturale, società e territorio

Sala Limonaia 10:30 – 13:00

Parco Archeologico di Segesta

Ricerca e turismo sostenibile: un nuovo modello di destinazione turistica

Sala Limonaia 14:00 – 18:15

Itinerari archeologici fra le risorse naturali

Workshop – Corso accreditato MUR

SABATO 18 DICEMBRE 2021

Auditorium 9:00 – 12:00

Scavare il presente

Come l'archeologia può indagare l'età moderna e contemporanea

Auditorium 12:00 – 13:00

Premio “Riccardo Francovich” 2021

SAMI – Società Archeologi Medievisti Italiani

Auditorium 14:30 – 18:00

XVII Incontro Nazionale di Archeologia Viva

Seconda parte

Sala Verde 9:30 – 13:00

Conservare e valorizzare il patrimonio culturale

Il contributo del progetto 4CH

Sala Verde 14:30 – 18:00

L'archeologia come risorsa per la ripresa dell'Italia

Assemblea nazionale della Federazione delle Consulte Universitarie di Archeologia

Sala Onice 10:00 – 13:00

Incontro con la Slovacchia

Clima – Patrimonio Unesco – Bratislava

Sala Onice 14:30 – 18:00

Archeologia al tempo del Covid-19

Digitalizzazione del Patrimonio archeologico alla luce del PNRR

Sala Limonaia 9:30 – 16:30

Viaggi di cultura e archeologia

Rassegna di itinerari turistico-culturali

Sala Limonaia 17:00 – 18:00

Nuraghe Arrubiu

Messaggi dalla Sardegna nuragica

Galleria 9:45 – 10:45

Cartagine e Troia

Dialogo su due antiche metropoli mediterranee

Galleria 11:00 – 13:00

Modicantica

Una città tra musei e mostre

Galleria 14:30 – 15:30

Bufalino e Camarina

Tra letteratura e archeologia

Galleria 15:50 – 18:00

Vetulonia e le altre... Città etrusche dei due mari

Piccoli Musei raccontano Grandi Progetti fra Adriatico e Tirreno

Sala 4 9:00 – 18:00

workshop

Archeologia e Arte

Uno sguardo sulla Valorizzazione

DOMENICA 19 DICEMBRE 2021

Auditorium 9:00 – 18:00

XVII Incontro Nazionale di Archeologia Viva

Terza parte

Sala Onice 9:30 – 13:15

Corsica indigena

Mobilità e contatti nel Tirreno durante il I millennio a.C.

Sala Onice 14:30 – 17:00

Taras e Vatì

Città di mare e antichi porti del Mediterraneo

Sala Limonaia 10:00 – 11:15

Presentazione volume

Giovanni Kezich, *Ulisse non è lui. La grande sciarada di Omero alle origini della coscienza*,

Baldini+Castoldi

Sala Limonaia 11:30 – 13:30

Musei archeologici e cultura digitale

La sfida della pandemia – tavola rotonda

Sala Limonaia 14:15 – 17:30

Migrare Percorrere Tornare

I progetti UniFi in ambito archeologico ed epigrafico

Galleria 9:30 – 13:30

Abruzzo

Archeologia e sviluppo territoriale

Galleria 14:30 – 18:00

La porta dell'Ade

Le pitture “perdute” dell'Ipogeo dei Volumni

Organizzazione e Segreteria
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European Regional Development Fund



EUROPEAN UNION

UNDERWATERMUSE

**Immersive Underwater Museum
experience for a wider inclusion**

The UnderwaterMuse project aims to enhance and promote the submerged heritage of the regions concerned, through the full involvement of local communities, so that it becomes a strategic resource for the sustainable growth of these territories.



PROJECT DURATION

01/01/2019 - 30/06/2022



ERDF

1.348.890,71 EUR



TOTAL BUDGET

1.586.930,25 EUR

Who we are

The Project, funded under the Interreg VA Italy-Croatia 2014-2020 cross-border cooperation program, sees, as Lead partner, ERPAC - Regional Body for Cultural Heritage of the Autonomous Region of Friuli Venezia Giulia and, as a partner, the University Ca' Foscari of Venice, the Public Institution for Coordination and Development of Split - Dalmatia County RERA SD, the Municipality of Kastela (Croatia) and the Puglia Region - Department of Tourism, Economy of Culture and Development of the Territory.



UNDERWATERMUSE

Immersive Underwater Museum experience for a wider inclusion



CONTACTS

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underwatermuseum@regione.fvg.it

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Why UnderwaterMuse?

The project fully complies with the principles and guidelines of the UNESCO Convention on the protection of submerged heritage (2001, L. 157/2009) and above all of the Faro Convention (2005) ratified by Italy in 2020: heritage as a common, fundamental asset for the spiritual, social and economic development of individuals and communities.

The key words

1. Build a heritage community, build heritage awareness
2. Cultural heritage as a common good and economic resource to improve the quality of life
3. Archaeology for the territory, archaeology for the environment
4. Research, conservation, protection, management and participatory enhancement as elements of a supply chain



What we want to do

Making the submerged heritage and landscapes accessible and making the invisible become visible: port areas today below sea level, shipwrecks, underwater stratifications produced by the centuries-old frequentation of landings.

How?

Through two actions: the creation of parks or underwater archaeological paths for direct use, diving or snorkeling, and the narrative and communicative use of virtual reality and digital methodologies, for remote / online use by those who do not want or cannot dive, including due to disability. In this way, the safeguarding of the heritage itself is guaranteed, protected by citizens who learn to know it and recognize it as their own, and a strong economic impact deriving from the development of the cultural, environmental and experiential tourism sector.

THE PILOT ACTIONS

A submerged park on the Grado 2 wreck

The intervention, conducted between August and September 2021 by ERPAC FVG in collaboration with the Superintendence and the Universities of Venice, Udine and Salento, saw the in situ enhancement of the load of amphorae of the Grado 2 wreck, in continuity with the previous interventions implemented between 2012 and 2015 by the Superintendency itself.

The containers, certainly wine, date back to the second half of the third century BC: it is the oldest load of amphorae in the north-central Adriatic, prior to the foundation of the colony of Aquileia (181 BC), a significant indication of the presence of Rome on the Adriatic scene and of its relations with local communities.

The pilot action made it possible to highlight the entire load, document it accurately, reposition the existing grids and add others, identical, to completely cover it, thus ensuring the protection and accessibility of underwater tourists. The next step is the development of good practices of “participatory management”, to ensure that diving centers, diving clubs and other regional realities can assist the protection bodies, as already happens in neighboring Croatia, in the enhancement of the site. The realization of the 3D model will also allow those who cannot or do not want to immerse themselves to enjoy this distinguished submerged heritage.



THE NETWORK AND THE PORTAL

In all the areas involved, the activities have implemented widespread actions to raise awareness and involve local actors: underwater clubs, associations, cultural enterprises, territorial and cultural bodies. The training of diving guides is foreseen, also for extended accessibility.

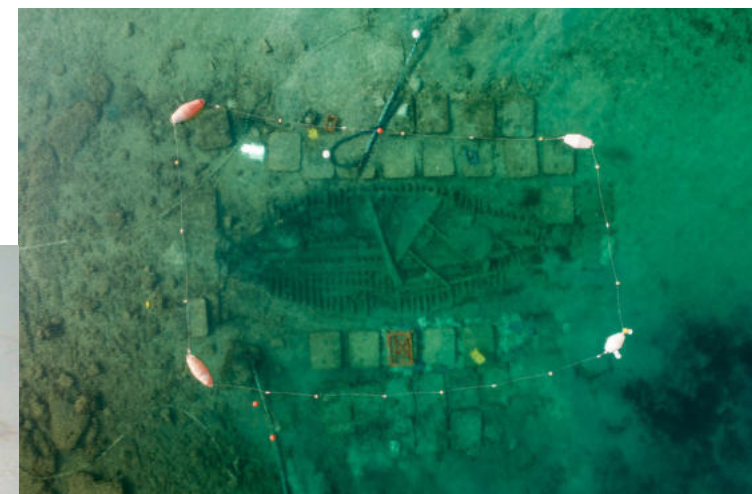
The UnderwaterMuse web portal, public and geo-referenced for the virtual exploration of submerged archaeological sites through voice, text, images and animations, also responds to the need to tell this “invisible” heritage to an ever-increasing number of people.

THE PILOT ACTIONS

Paths of submerged history in Torre S. Sabina (Carovigno, Br)

The millenary landing has jealously guarded the remains of loads and boats, sometimes preserved in an exceptional way: this is the case of the late imperial wreck of Torre S. Sabina 1 (late 3rd - early 4th century AD), protagonist of the pilot action, conducted by the Puglia Region in collaboration with the Universities of Foggia, Bari and Salento. The excavation and the survey will make it possible to create a virtual “clone” of the wreck and the original ship, with animations and stories capable of allowing the widest use of this precious common good.

The seabed of the bay will be transformed into an archaeological park, with the help of reproductions and installations capable of integrating these precious traces of the submerged past.



THE PILOT ACTIONS

The virtual museum in Resnik (Croatia)

The excavation and training activities in the locality of Resnik, ancient Siculi, conducted by the Municipality of Kaštela, involved local diving clubs, which took part in the investigations on the important submerged evidence of the site: a Neolithic settlement, the Hellenistic settlement and finally the Roman port. All presences will be documented in a 3D map, which can also be used remotely.