

D.3.2.1 - CB LIVING

MUSEUM METHODOLOGY

Interreg



Co-funded by
the European Union

Italy – Croatia

 **ADRIJOROUTES**

PP3 - Port of Ravenna
Authority

Document Control Sheet

Project number:	ITHR0200108
Project acronym	ADRIJOROUTES
Project Title	Promoting sustainable solutions for maritime cultural tourism
Start of the project	February 2024
Duration	30 months

Project activity	Act. 3.2 - Setting up of CB "Living Museum"
Deliverable number & name	D.3.2.1 - CB LIVING MUSEUM METHODOLOGY
Type of deliverable	Methodology
Language	English
Work Package number & Title	WP3 – ACCESSIBLE AND SOCIAL INCLUSIVE ADRIJOROUTES CULTURAL OFFER
Work Package Leader	PP3 - Port of Ravenna Authority

Status	Finalized
Author(s)	Francesco Magagnoli, Bruno Federico Fedi (PP3-ADSPMACS)
Version	1
Due date of deliverable	31/07/2025
Delivery date	28/02/2025



INDEX

1.	INTRODUCTION	4
2.	WHAT WE SHOULD REALIZE	6
3.	THE IMPORTANCE OF TARGET GROUPS AND ACCESSIBILITY	8
4.	TOOLS	10
5.	TIMING	12

1. INTRODUCTION

ADRIJOROUTES project overall objective is to boost the sustainability, social inclusiveness and digitalization of the touristic sector of the Adriatic area, by promoting sustainable touristic experiences based on cultural assets. Among the goal of the project there is the co-development of the CB LIVING MUSEUMS, composed of different experiences, physical and digital, of the involved ports and territories and give a taste of the Adriatic Sea as a cluster of cultures and destinations with common origins.

The physical and digital elements, combined, will give the possibility to users to live a phygital experience. In this sense, an important asset will be the “ADRIJO platform”, that will allow the users to enjoy all the contents produced remotely and, possibly, together with the physical elements realized within the project by all the partners, Italian and Croatian. This will allow to have an important Cross-border element, that is a fundamental pillow of the ADRIJOROUTES project.

The co-developed ADRIJOROUTES should be sustainable and innovative, creating cultural offers and experiences in Adriatic ports promoting Adriatic heritage as drivers for innovative and inclusive touristic ecosystems as well as social integration of ports with local communities.

This document is part of Activity 3.2 of ADRIJOROUTES project and is focused on CB LIVING MUSEUM setting up.

The goal of this document is to provide partners with a methodological approach for contributing with their contents to the setting up of such Museum.

Guidelines should include the goals, tools and timing for the definition and setting up of the CB LIVING MUSEUM.

It should be noted that this is continuation of the REMEMBER project and as such, the overall goal of the partnership stayed the same: in the Adriatic Sea, we have a unique common cultural heritage that is rooted deep in people lives, souls and behavior. As such, different port-cities are cooperating under a common strategy, presenting their stories and experiences under a collective narration.

At the same time, the goal is to avoid mass tourism and more presentation of already known facts and stories. As such, partners should focus on new, mysterious, unknown stories, a little tidbit of knowledge to be shared with our public with the aim of valorizing and strengthening new touristic routes that will connect physically or virtually our port cities.

2. WHAT WE SHOULD REALIZE

The aim of ADRIJOROUTES is to create an immersive cultural experience and give all the target groups an active role in the storytelling. Authentic storytelling in tourism involves sharing real, unembellished narratives about a destination's culture, history, and people. It's about telling the stories that are intrinsic to a place, often told by the locals themselves. At the same time, in the time of digital evolution and everything it offers us, we want to give our tourists a way to express themselves through our stories, and, at the same time, engage their and our stories to showcase our presented travel destination under unique ADRIJO brand.

Within WP3 of the Project, more precisely within Activity 3.2, it's foreseen to create a CB "Living Museum".

A CB "living museum" is co-developed by PPs to enhance the accessibility of the ADRIJOROUTES (act.2.2) to a wide range of target groups in terms of age (young and/or aged visitors), physical abilities (reduced mobility, disable visitors...), physical presence (remote or in presence) and social and economic background (low income).

The CB Living museum is made of a set of integrated local actions: port cultural information area (LP), port modelling (PP6,7), digital totems and videowalls (PP2,4), renovation of spaces for cultural purposes (PP3) to promote the ADRIJO network and ADRIJOROUTES.

The narrative developed in the different contents should be developed through processes taking place today as in the past: the involved ports share a common



background and a sense of belonging resulting from the intense commercial and social relations, conflicts and cooperation, between the two Adriatic shores. Today, this maritime cultural heritage is facing several challenges that are endangering its integrity and its very existence.

The partners realize phygital experiences that jointly contribute to qualify the innovation of the CB maritime cultural offer thanks to their diffusion through the existing CB and multilingualistic Adrijo platform and enable a combination of offline cultural and touristic information, digitization of cultural heritage items and virtual exploration of the history and traditions beyond them.

Most of the PPs have important archives, data bases, communication and information material, and other multimedia information repositories that could be used to select existing materials. These materials could be used as they are, if they fit the ADRIJOROUTES goals, or edited.

This methodology aims at helping PPs to contribute to the setting up of such CB “Living Museum”, by creating specific contents, both digital and physical. This will allow to create the phygital experience as foreseen by the project able to reach all the target groups identified by the ADRIJOROUTES project, with special attention to guarantee accessibility also to disabled people, children but also other categories, such as elderly people.

3. THE IMPORTANCE OF TARGET GROUPS AND ACCESSIBILITY

The process of setting up our CB LIVING MUSEUM within the ADRIJOROUTES project is closely related to the audience that our project wants to reach.

In particular among the goals of ADRIJOROUTES there is the necessity of reaching a wide audience, with special attention to more vulnerable kind of possible users/visitors, such as disable people, children and elderly people.

For that reason, the digital contents that will be in the next months part of the ADRIJOROUTES CB LIVING MUSUEM, in the framework of Activity 3.2, will be uploaded in the ADRIJO platform and are in this way made available to all tourists, citizens and stakeholder in an easy and fully accessible way.

Concerning the physical elements that will be made available within the project, it's necessary that all PPs make sure that, during the design phase, the element of accessibility for all target groups is fully taken in consideration, guaranteeing the possibility of welcoming all kind of users and visitors, as foreseen in the ADRIJOROUTES concept.

When relevant, this is also indicated in the “investment” table filled in by the PP before the start of the project.

While realizing the contents that will be part of the CB LIVING MUSEUM, partners could be inspired by SITE project, <https://www.italy-croatia.eu/web/site> .



The specific objective of the SITE project is to enhance the role of culture and sustainable tourism in economic development, social inclusion, and social innovation. The project aims to diversify tourist flows by promoting a more inclusive tourism ecosystem through the cross-border dissemination of Universal Design (UD) principles in the tourism sector, thereby fostering year-round tourism and making destinations more accessible and welcoming to people with disabilities, families, and the elderly people.

4. TOOLS

The CB LIVING MUSEUM that will be created within ADRIJOROUTES project will be composed by both physical elements and digital tools, creating in this way a phygital experience for visitors and users.

The physical elements and the digital tools that will compose the CB LIVING MUSEUM will be produced by project's partners and are as follows:

- Wall Screens: Video wall to broadcast the video contents, cartoons and quiz for class schools, documentaries in order to spread among different stakeholders and audience the contents produced within ADRIJOROUTES project;
- Renovation of physical buildings: bringing to new life and scope buildings once used for marine and port activities into a new social-educational function. Inside these spaces PPs can develop museum spaces in order to catch attention of visitor to the ADRIJOROUTES contents;
- Guided tours through the city, to better address visitors to the physical heritage inside the port and city areas;
- 3D printers to print small models or replicas of some historical objects.

Beside physical elements, partners can use digital tools as well, such as:

- Texts – a short (2000 character) texts descriptions of attractions we are presenting. A character limitation is here as we do not want to give a full historical account of our attraction but to attract tourists to explore more of what we are

presenting. Long texts are often overlooked because tourists are not interested in reading a book. The text should be engaging, written in an easily understand form with important bits or key words being highlighted that will attract tourist attention and wake up his desire to learn more about our offer;

- Sounds – sounds can be as effective as a whole text if applied correctly. It can stir a memory or enhance a picture. It can also be used for visibly disabled people to tell them a story;
- Pictures – photographs, historical paintings, maps, etc. that are high quality (at least HD resolution) or higher. It can be picture of attractions, a picture of famous art or reconstruction of the same, a spherical photo etc;
- Videos (and sounds) – it can be used to create multimedia experience. Partners can use audio guides, video guides (for example, for hearing impaired people partners can create video guide with sign language), a short movie or video etc;
- 3D models - to show a collection of objects, to build a virtual reconstruction, to plan a virtual restoration, for documentation purposes etc.

