INNOCULTOUR
FROM A SHARED HERITAGE TO A JOINT BEAUTY
THE EUROPEAN PROJECT THAT UNVEILS THE LESS KNOWN TREASURES OF THE ADRIATIC COAST
Innocultour is a European Project by Italy-Croatia that aims to:

- Increase the visibility and accessibility of cultural sites less known to the general public.
GOALS OF THE PROJECT

✓ Strengthen the routes of the underground tourism, less travelled but rich of history and beauties

✓ Support a sustainable cultural tourism, also using the potential of new technologies related to the creative and cultural industry
PROJECT PARTNERS

Innocultour is a cross-border project between Italy and Croatia.

✓ Lead Partner: DELTA 2000 | Ostellato
✓ Molise Region | Campobasso
✓ Veneto Region | Venice
✓ PI RERA S.D. for coordination and development of Split-Dalmatia County | Split
✓ Natural History Museum Rijeka
INNOCULTOUR PROJECT BY NUMBERS

5 Project Partners
2 Nations involved
8 Cultural heritage sites to be enhanced
1 Joint Call competition for Creative Ideas
10 workshops in schools
10 workshops with local communities

Timeframe: January 2018 - June 2019
In January 2019, Innocultour launched a Joint Call Competition to collect creative ideas on how to communicate small museums the territory, and the cultural heritage.
The focus was on introducing interactive and innovative technologies and approaches for the promotion of the cultural heritage.

A group of experts selected the winning ideas, which will be official by the end of March.
INNOCULTOUR
CULTURAL SITES INVOLVED IN THE PROJECT
THE CULTURAL SITES

✓ MUSA - Salt Museum (Cervia, Italy)
✓ Museum of Forest and Deer (Mesola, Italy)
✓ Network of Museums and Castles of Fortore Molisano (Molise, Italy)
✓ Civic Museum of the Southern Lagoon (Chioggia, Italy)
✓ Museums of the Great Rivers (Rovigo, Italy)
✓ 4 ethno-eco villages in Hvar Island (Croatia): Humac, Male Rudine, Velo Grablje, Malo Grablje
✓ Natural History Museum Rijeka and the Zrinski Castle (Croatia)
“Torre” Salt Warehouse at Cervia, Italy

MUSA is an ethnological museum that keeps documents, tools and photos about the story of salt production in the territory of
MUSA
SALT MUSEUM

The museum exhibition display a unique local reality that can be experienced first hand through the stimulation of the senses: it talks about history, salt production, the evolution of landscapes and the community.
The Museum exhibits flora and fauna of an area rich in unique species. A whole section is dedicated to the Deer of Mesola and its influence in the history, culture art and tradition of the territory.
From March to November you can visit the Mesola wood, to observe the deer up close.

A really exciting way to live the forest, surrounded by the enchantment of its atmosphere, and a unique experience at any age!
In the Fortore Valley there's a network of castles and small museums that are real hidden treasures of Molise.
You will discover little jewels such as:
✓ the beautiful Jelsi
✓ the frescoes of Gambatesa Castle
✓ the spectacular view from the patrol path of Tufara Castle
✓ ... and much more
Chioggia, Italy

The museum is located in the former Convent of St. Francis and collects the most ancient archaeological and ethnographic evidences found in Chioggia and its surroundings.
CIVIC MUSEUM OF THE SOUTHERN LAGOON

The second floor is dedicated to the local seafaring and shipbuilding industry.

A beautiful collection that tell this story from 1700 to the present day.
The museum is located in the evocative frame of the ancient Olivetani Monastery. Following an innovative and scenographic route, the exhibition guide you through 5 different historical eras.
ETHNO-ECO VILLAGES IN HVAR ISLAND

Hvar Island, Croatia

There are 4 villages in Hvar involved in the project:

✓ Male Rudine
✓ Humac
✓ Velo Grablje
✓ Malo Grablje
ETHNO-ECO VILLAGES IN HVAR ISLAND

Quiet places with magnificent views, these villages are unique examples of well preserved rural architecture.

Definitely a paradise for family holidays, hikers, bikers and photo lovers.
Velo Grablje

Humac
At the museum you can explore permanent exhibitions on geological past and fossil life of the region, sharks and other underwater inhabitants, as well as land animals.
The flagship is the permanent exhibition *The Deep - Marine Life Diversity in Kvarner Area*: a sensorial journey at the discovery of marine flora, fauna and minerals from Rijeka region. You have chance to discover the wealth and beauty of submarine world and why it's so important to preserve it.
THE ZRINSKI CASTLE

Brod na Kupi, Croatia

The Zrinski Castle Museum operates as a dislocated unit in Brod na Kupi at Gorski Kotar, where a new permanent exhibition *Wilderness with the sea view* is being set up.
DISCOVER THE HIDDEN TREASURES OF THE ADRIATIC COAST, ENHANCED BY CUTTING-EDGE TECHNOLOGY

SEE YOU THERE FROM JUNE 2019!
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YOUR ATTENTION

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