

**2014 – 2020 Interreg V-A
Italy – Croatia CBC Programme**

**UNDERWATERMUSE
Immersive Underwater Museum Experience for a wider inclusion**

Call for proposal 2017 Standard
Priority axis: Environment and cultural heritage

Lead partner:

Regional Institute for the Cultural Heritage of Autonomous Region of Friuli Venezia Giulia - ERPAC -
Ente Regionale Patrimonio Culturale del Friuli Venezia Giulia – ERPAC

Project partners:

PP1 – University of Venice Ca' Foscari

PP2 – RERA – Public Institution for coordination and development of Split - Dalmatia County

PP3 - Municipality of Kaštela

PP4 – Puglia Region

Start date: 01.01.2019

End date: 30.06.2021

Total budget: € 1.586.930,25

Web Page: <https://www.italy-croatia.eu/web/underwatermuse>

<https://www.facebook.com/Project-UnderwaterMuse-106106884192806/>

Specific objective

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

Target groups

- General public
- Public service providers
- Cultural and natural heritage management bodies
- Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)
- Associations, regional innovation agencies
- NGO's
- Education and training organisations - universities and research institutes

Description

From the historical – archaeological point of view, the Adriatic sea has been an unique basin, for millennia the priority transport link for the peoples living on the seashore. Their transit left numerous

traces in the seabed of the areas concerned by these ancient commercial routes, and ruins of landing places, harbors or inhabited villages by the sea remain. This peculiarity allows us, through the synergy offered by the Interreg programme, to propose the cultural improvement as a strong point towards the local development; such development would mainly be directed to the economic upgrading of the affected areas.

The project aims at applying on sample areas (maritime landscapes of Torre Santa Sabina, Grado, Resnik/Siculi, Venice or Caorle) a methodological and technological protocol based on research/knowledge and development/communication of an underwater archeological site that is complex and multi-stratified, characterized by strong diversity. The project's objective is therefore to transform the site into an underwater archaeological park (or eco-museum) through innovative and/or experimental methodologies and techniques in order to try to reduce the loss of important cultural heritages as well as to guarantee an economic spin-off deriving directly from the creation of a sector linked to the tourist-cultural promotion of the context of reference.

UnderwaterMuse will target local communities as long-term keepers of vitality at tourist destinations, promote co-creative partnerships among tourism and cultural actors, public decision makers, creative companies, associations of citizens, facilitating exchange of information. An immersive VR approach renders underwater sites accessible to a wider public, including people with different kinds of disabilities.

Building capacity for professionals already working in this field will help them adapt to a "museum for all" concept, in spite of limited organizational or financial resources.

Training diving guides will improve the immersive experience of underwater sites.

Regional action plans will enhance environmental management and preservation of coastal areas harbouring those sites. Based on the gained experience, an innovative promotional GIS tool, the 'UnderwaterMuse MAP' for promoting underwater sites with accessibility standards, will be developed. The 'UnderwaterMuse MAP' will be promoted at transnational, national and local level, in the Adriatic and beyond, thus guaranteeing its sustainability and transferability during and after its implementation.

The interdisciplinary partnership from 4 different regions will carry on pilot actions focusing on transform sites with a strong potential as experience-based tourist destinations testing a sustainable tourist offer in areas less interested by major tourist flows.