

MerlinCV

1.1.2019 - 30.8.2022

Interreg

ITALIA-SLOVENIJA



MerlinCV



UNIONE EUROPEA
EVROPSKA UNIJA

Progetto strategico co-finanziato dal Fondo europeo di sviluppo regionale
Strateški projekt sofinancira Evropski sklad za regionalni razvoj



Project presentation



Presentantion of Partners
& their achievements through the project

"STRATEGIC PROJECT OF THE INTERREG V-A ITALY-SLOVENIA COOPERATION PROGRAM 2014-2020
IS CO-FOUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND."

MerlinCV, the strategic project, will contribute to raising the profile of the cross-border tourist region. Based on the valorization of the still untapped potentials of cultural and natural heritage and gastronomy in the Slovenian-Italian area, tourist products will be prepared, aimed at innovative, integrated, thematic and sustainable tourism.

In response to the challenges of the environment, the project will offer European-relevant solutions in the direction of the development of sustainable thematic tourism. For this purpose, we will organize numerous activities in the field of designing new tourist products and educating relevant stakeholders.

Project activities will be designed on the basis of a study or transfer of good practices from comparable environments. To increase the capacity of local tourism providers, several pilot projects are being implemented: educational workshops, mobile application, a network, the so-called "Local offer Community", individualized itineraries, and stories in tourism.

We present to you the key activities, and the results of the MerlinCV project, with an emphasis on the contribution of individual project partners.

Multisensorial
experiences linked
to the castles and
villas of the cross-
border region for
excellence in
tourism

THROUGH THE VILLAS
AND CASTLES OF THE
VENETO AND FRIULI
VENEZIA GIULIA REGIONS
TO ISTRIA, KRAS, GORIZIA
AND PIVKA

<https://www.ita-slo.eu/en/merlincv>

PARTNERS

- MUNICIPALITY OF TOLMIN
- MUNICIPALITY OF PIVKA
- CONSORZIO COMUNITÀ COLLINARE DEL FRIULI
- ARIES SOCIETÀ CONSORTILE A RESPONSABILITÀ LIMITATA
- MUNICIPALITY OF SALZANO
- DEPARTMENT OF HUMANITIES CA' FOSCARI UNIVERSITY OF VENICE
- TOURISM AND HOSPITALITY CHAMBER OF SLOVENIA

LEAD PARTNER

ZRS KOPER

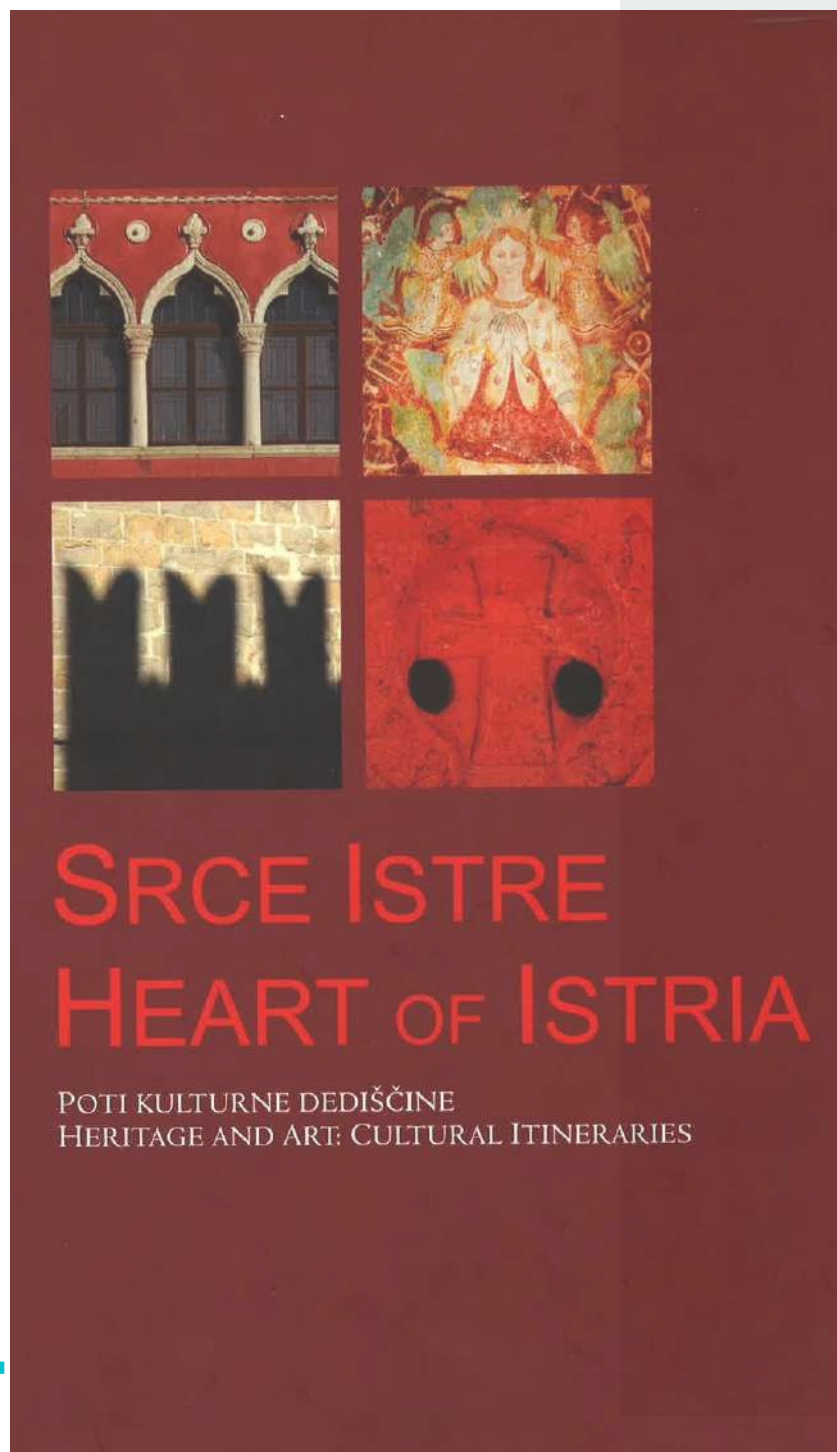


ASSOCIATED PARTNERS

- MINISTRY OF ECONOMIC DEVELOPMENT AND TECHNOLOGY OF THE REPUBLIC OF SLOVENIA
- MINISTRY OF CULTURE OF THE REPUBLIC OF SLOVENIA
- MUNICIPALITY OF KOPER
- UNAGA – UNIONE NAZIONALE ASSOCIAZIONI GIORNALISTI AGRICOLTURA ALIMENTAZIONE AMBIENTE
- COMUNE DI SAN QUIRINO

Science and research center Koper

lead partner



SRC Koper is the only public research institute in the area of Western Slovenia. Its specificity is primarily a multidisciplinary orientation.

The operation of the institute stems from the unique conditions typical of the cross-border Slovenian-Italian-Croatian region. In addition, the work of researchers is not only focused on scientific research of various natural, social and cultural aspects of this environment, but also on cooperation with various actors, through which new products and synergies in the economic and cultural field are developed.

In this way, SRC Koper has established itself as an important factor in the development, whose contribution is not only scientific research and expertise but also participation in applied projects of local, national, and European importance.

www.zrs-kp.si



Science and research center Koper

lead partner

The core project group of the leading partner SRC Koper consists of Dr. Dragica Čeč (project manager), Dr. Tilen Glavina, Dr. Urška Bratož (coordinator of work packages 3.1 and 3.2) and Dr. Gašper Mithans (coordinator of work package 2). The project members are characterized by professional diversity, as they cover different fields: history, art history and linguistic studies, which ensures the successful integration of knowledge. They also demonstrate quality with dynamics among experienced colleagues who have extensive experience in the field of management and implementation of European and national projects and early-career researchers. The scientific work of Dr. Dragica Čeč focuses mainly on the history of everyday life and social history. Dr. Čeč has long been active in popularizing her scientific results in the non-academic environment as part of projects and other activities and initiatives with contributions to the media and the organization of round tables, presentations, and lectures in cooperation with cultural and educational institutions.



From the beginning of the summer of 2021, Koper visitors can walk through **the 'street museum'**, which leads them from the coastal promenade into the streets of the city center. At many points in the city, with the help of the MerlinCV project, new information boards were set up in 4 languages (Slovenian, Italian, English, and German). They take everyone curious to Koper's past through the (in) visible remains of the city's heritage.

Although the city did not have a castle in the true sense of the word, one of its buildings nonetheless held that name. This was the so-called Lion Castle, a fortress that stood on the bridge between the former island of Koper and the hinterland. In addition to the fort, visitors are presented also with Muda's Gate. They both represented a window to the city - it was the only path from the countryside to the city.

In the countryside, many Koper nobles had their residences, and in the city, their luxurious homes are presented (the museum offers many attractions related to the palaces Tutto ex Gavardo, Belgramoni Tacco, Almerigogna, Barbabianca, Tarsia, Carli, etc.). Arquebuses, falconets, and other weapons used in these forts can also be seen in the city museum.

Through the city itinerary, visitors learn about the rich history of the city districts and its sacred and profane heritage.



Department of humanities - Ca' Foscari University of Venice

Participation in the MerlinCV project presents the Ca' Foscari University of Venice and the Department of Humanities with an important opportunity to contribute to the history and culture of the Venetian area by providing expertise and historical insight into the development of tourism products. They are intended to establish integration in the field of efficient use of cultural heritage in tourism, offered by castles, villas, historic gardens, and vineyards with all the diversity of cultural landscapes and represent an inseparable wealth of the program area. The measures, implemented by Ca' Foscari University, help to acquaint the actors of the development of sustainable cultural tourism with the findings of the profession, develop partnerships and encourage the dialogue between local actors and historians.



Università
Ca' Foscari
Venezia



Luciano Pezzolo

Luciano Pezzolo is the scientific coordinator of the Department of Humanities at the Università Ca' Foscari Venezia.

He is a full-time professor of modern history. His main research interest is the history of the Venetian Republic. He pays special attention to the question of how the past influences current decisions on identity and improvement of the area.



international conference

STORIES OF CULTURAL HERITAGE FOR THE NEEDS OF SUSTAINABLE TOURISM

The Department of Humanities of the Ca' Foscari University of Venice is organizing the international scientific conference **"Telling the cultural heritage for sustainable tourism"**.

In collaboration with a project partner, the Municipality of Salzano, the conference will be organized within MerlinCV project activities and will take place in a **spinning factory in Salzano, from 27th to 28th of May 2022.**

The purpose of the conference is to give visibility to the villas, castles, and historical gardens situated along the itinerary that, from the province of Venice and through the Friuli Venezia Giulia region, leads to Slovenia. A special focus will be **on telling the cultural heritage (storytelling)**, which is considered the best way to enhance and divulge scientific information to attract a responsible and culturally-oriented audience, thus promoting the development of increasingly more sustainable tourism.



source: Villa Widmann, courtesy of San Servolo Srl

The 2 volumes: **"Landscapes and routes. Castles and villas in the Italian-Slovenian cross-border"** and **"Experiences in the landscape: between villas and castles in the Italian-Slovenian cross-border area"** are almost finished.

The purpose of the books is to contribute to the development of tourism awareness and more informed and aware tourism in these less frequented areas.

For children the comic **"Tin. The search for treasure"** will soon be available, the adventure is divided into two stories presenting these areas to the readers.



Tourism and Hospitality Chamber of Slovenia

For the last 110 years, the TGZS has been joining, connecting, and representing over 275 member companies and entrepreneurs in tourism and hospitality in their relationship with national authorities and European industry associations.

The TGZS vision forms viewpoints and policies with social partners, facilitate the development of its activities and the movement of knowledge, ideas, as well as the transfer of good practices from the national and cross-border environments.

www.tgzs.si



TURISTIČNO
GOSTINSKA
ZBORNICA
SLOVENIJE

Rebeka Mežan, mag.



Rebeka Mežan, mag., is a professional assistant at the Tourism and Hospitality Chamber of Slovenia. She is the coordinator of the communication part of the project - promotion, social networks, organization of events, and workshops, that will contribute to greater recognition of cross-border tourism and members of TGZS in the program area.

Activities of the Chamber

As part of the MerlinCV project, the Tourism and Hospitality Chamber of Slovenia promoted the creation of innovative tourist products through numerous activities and sought to raise the profile of tourism in the entire program area, which includes 5 Italian and 5 Slovenian statistical regions.

3 brochures, 3 leaflets, and 10 vlogs were made, in which a short story of the selected place, product, or offer within the program area is shown. This offers the visitor added value to the experience and encourages them to further promotion.

The MerlinCV project was also exposed to the media, through local and regional advertisers, whose reach is numerically supported.





Municipality of Salzano

The area has the potential to valorize its historical, cultural, and natural science excellence. As part of the MerlinCV project and various planned activities, Salzano and his ancient spinning mill will be interested in a feasibility study of tourism promotion and the restoration of structures at a large spinning fair, designed to create a virtual experiential event for visitors to the spinning mill museum and tourists in general.

Mauro Vardiero and dr. Chiara Donà.



In the municipality of Salzano, the promotion of tourism (and thus participation in the MerlinCV project) is a primary activity involving different people, different departments, and different offices, among which they highlight the promotion of the territory, culture, and production activities. Each on its own, but with a common goal: to design and implement a local strategic plan, that fits well with the broader territorial vision (Riviera del Brenta & Terra dei Tiepolo) to the national and cross-border horizon.

Activities

The most important result achieved by the Municipality of Salzano as part of the MerlinCV project activities is undoubtedly the valorization of the Salzano spinning mill and its museum through exchange and cooperation with Italian and Slovenian partners as well as the promotion of cross-border areas.

The construction work on the floor coverings, on the windows of the large spinning mill and the installation of an elevator that gave everyone access to the hall, was accompanied by an in-depth study on the sustainability of processing and reuse of the spinning mill and the creation of multimedia and interactive space to improve the existing museum.

This allows the visitor to experience the narrative and thousands of stories about the spinning mill through various human senses. It is an innovative installation that stimulates the visitors motivation and awareness.

This operation stimulated and significantly used the cultural potential of a unique context, such as that consisting of a 17th-century Venetian patrician villa, a romantic park, and an ancient silk factory in an innovative and integrated tourism product.



ARIES societa consortile a responsabilita limitata



ARIES
VENEZIA GIULIA

www.ariestrieste.it

The partnership in the project MerlinCV fully meets the guidelines, identified by the strategy of development of economic activities, related to tourism and culture. The Chamber is implementing numerous projects, aimed at improving the access and support services for tourists, presentation, and valorization of local products and the communication capacity of the territory. These include activities, related to the membership (together with 18 other Italian Chambers of Commerce) in the Mirabilia network for the promotion of the UNESCO sites in Italy.



Michele Crosatto



Michele Crosatto is the person, who is at ARIES VENEZIA GIULIA, responsible for the MerlinCV project. Cooperation with companies and institutions has always played a key role in his cross-border activities. For more than 10 years, he has also been responsible for the Slovenian language office at the Venezia Giulia Chamber of Commerce (former Trieste Chamber of Commerce).

Prior to the MerlinCV project, he participated in other projects, on tourism, funded by the Italian Association of Chambers and EU funds, whose partnerships were developed both in Slovenia and in the countries of Southeast Europe.

He fully agrees with the vision of ARIES and the Chamber of Commerce on local development, in which tourism and culture, with rich economic and human relations, play a key and strategic role.



Application

MOBILE AND WEB CONNECTION BETWEEN TOURISTS AND CULTURAL & NATURAL HERITAGE



The web and mobile application will serve as a database of the local tourist offer and a tool for planning tourist itineraries.

It will allow intuitive use of carefully selected data on the offer of a given location, all in one place displayed on the map. This will allow the visitor to transparently design the itinerary by their own points of interest. In addition to marking the location on the web map, the application will also include images of locations, to better promote the places and attract users to visit them.

The application will therefore be a digitized synthesis of field practices and descriptions of cultural and related natural heritage by the experts in the field, which will be valorized and better presented to a wider audience.

Consortium

Comunità Collinare del Friuli

The voluntary consortium, founded in 1967, consists of 15 municipalities.

The purpose of the Interreg Italy-Slovenia MerlinCV project is to give the area a new impetus by creating and using new methodologies and innovative tools, that can provide a new promotion formula for the largest number of local and foreign tourists. The aim of the Comunità Collinare del Friuli is to promote the hilly territory with all its peculiarities.



By creating an immersive room at the castle of Colloredo di Monte Albano, a different and innovative approach to tourism promotion will be tested.

www.friulicollinare.it

Germana Alloi



Germana Alloi, an employee of the Comunità Collinare del Friuli, is the contact person for the Interreg Italia-Slovenia, MerlinCV project, as the head of the financial, administrative, cultural, and community project offices.

She has been involved in finance for many years and is also a part of the management group. She organizes activities related to European projects, especially from the Structural Funds. Recently, she has also been monitoring the direct financing of projects (HORIZON 2020).



Activities:



Comunità Collinare del Friuli, has within the Merlin project, realized:

1. A Brochure titled “Castles, culture, nature, and traditions of the Friuli hills” in Italian, English, and Slovenian language.
2. A Brochure titled “I like a bike. Cycling around the Friuli hills” was completed with maps of the cycling routes. The Brochure is in Italian, English, and Slovenian language.
3. Events:
 - a. Open Castle 2020. 26/09/2020 visit to Castello di San Pietro di Ragogna;
 - b. Giro d’Italia 2020. 19/10/2020 presentation of Merlin project during the Giro d’Italia event;
 - c. Friuli Doc 2021. 10/09/2021 Presentation of food and wine and tasting of typical products of the Collinare area.
4. Creation of a Local Community Offer;
5. In the final stages of the creation of an immersive room.





OBČINA
PIVKA

Municipality of Pivka

The municipality of Pivka covers an extremely important strategic area, which represents the easiest connection between continental Europe and the Mediterranean. That is why the municipality, through which fast and dense traffic flows all the time, and with it, crowds of travelers and visitors have exceptional tourist potential.

The MerlinCV project is important for the Municipality of Pivka, especially because it enables us to revitalize part of the cultural heritage and open it to new opportunities. The setting up of an exhibition on the historical development of the Ravne and Šilentabor mansions represents the first step towards illuminating a part of history, both the space and the manor itself.

The final phase of the museum installation would be the design of the mansion as a boutique hotel, into which it can develop in the future with a potential investor.

As the Municipality of Pivka wants to take advantage of its natural resources and to further develop cycling and hiking as one of the main tourist activities, the goal through the project is to establish a thematic cycling route that will connect the Military History Park, an underground fortress on Primož, Šilentabor and Ravne manor.





Ana Čič



Ana Čič has been employed in the Municipality of Pivka since July 2019 as an expert collaborator on the MerlinCV project.

She has a master's degree in history, but also has a lot of experience in the field of tourism and museology, as she has been cooperating with the Military History Park Pivka for several years.

In the MerlinCV project, she takes care of its content (preparation of the exhibition, collection of professional papers, screenplay for the preparation of the film, etc.), as well as the communication part (organization of events, workshops, promotion etc.).

Activities



The municipality of Pivka has already achieved most of the set goals within the MerlinCV project. Among the most important products, which also proved to be the most attractive for visitors, are the mobile game Knight's Challenge and the exhibition about the Ravne Manor, in which a short documentary film about Šilentabor is also included. Regarding the further plans of the Municipality of Pivka, the conceptual design of the Ravne manor as a hotel is certainly significant.





Municipality of Tolmin

The main motivation for participating in the MerlinCV project is the desire to give additional impetus to the outstanding natural and cultural heritage of the Kozlov rob area. The hill with the remains of a medieval castle at the very top with its unique shape forms the most striking hill above Tolmin.

"Castle", as the locals call it, has long been one of the most popular walking paths for the locals, and with the support of project funds, this area would be given appropriate arrangements and thus new opportunities for tourism development.

It is planned to renovate the access path, set up signposts and information boards, which will offer the walker a better and more comprehensive experience.

As there is a high probability of new archeological discoveries in the area of the northern walls of the castle ruins on the Kozlov edge, archeological excavations will also be carried out under the auspices of the project.

The finds would be an extremely important contribution to the Tolmin Museum, which currently houses some material from the time of the last excavations in 1965, but they are owned by the Goriška Museum.



Matej Kavčič



In November 2019, Matej Kavčič joined the Municipality of Tolmin as a senior consultant for social activities and thus took over the management of the MerlinCV project. As a university graduate sociologist of culture and professor of art history, he has a great affinity for the extremely rich cultural tradition of Tolmin and the entire Soča region.

The MerlinCV project presents him with a great challenge and at the same time an opportunity for further development of the tourist potential of Tolminska and even greater recognition of the Soča region as one of the tourist pearls of Slovenia.



Activities

A major part of the project MerlinCV activities took place at Kozlov rob, the small hill above Tolmin, with the ruins of a castle, built in the 12th century.

In 2020 the Municipality of Tolmin, one of the eight project partners, reconstructed the forest road that now connects the city with the top of the hill, enabling an easier approach for the visitors and for the needs maintenance.

This reconstruction was followed by large archeological excavations, executed by archeologists of Skupina STIK from Ljubljana, under the supervision of the Tolmin Museum. Artifacts, found in the excavations (remains of coins, armor, woods, bones, etc.) were conserved and reconstructed.

The castle itself wasn't physically reconstructed – that was made digitally. With the help of modern technology, an application with the 3D reconstruction of the castle was made and is going to be available for visitors on their mobile devices.



source: Tolmin museum

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