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**ARTIST RESIDENCY 2020**

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**PINO PASCALI MUSEUM FOUNDATION**

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**Online webinar and workshop for projects for museum merchandising objects**

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**On December 14<sup>th</sup>- 17<sup>th</sup> 2020**

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## REPORT OF THE WORKSHOP AND WEBINAR DAYS

From 14 to 17 December **The Pino Pascali Museum Foundation** organized and hosted the project funded by the European community - **MONET Culture in MOtion in Adriatic NETwork of museums** - with the participation of Montenegro, Albania, Puglia and Molise.

**MONET Culture in MOtion in Adriatic NETwork** is an European project born with the main purpose of creating a network of exchanges between museums in the Adriatic area.

**MONET** saw the participation of 16 artists, 4 for each Adriatic country for the project design of museum merchandising objects for the local museums.

The selected museums of Apulia region were: **the Ribezzo archaeological Museum** in Brindisi, **the Castromediano Museum** in Lecce, **the Modern and Contemporary Art Gallery** in Foggia and **the Pino Pascali Museum Foundation** in Polignano a Mare.

The artists were: **Nicola Macolino (Molise)**, **Irena Rakcevic (Montenegro)**, **Xhon Nikaj (Albania)** and **Carmelania Bracco (Puglia)** who attended the webinar and the workshop tutoring by **Mariapaola Spinelli**.

The webinar focus was the museum management related to large exhibitions and the development of integrated services for the museum, first of all museum merchandising for bookshops, a trend that in Anglo-Saxon countries is a source for increasing museum budget with the examples, first of all, of MET and MoMA for the United States and Tate and V&A (Victoria and Albert Museum) for Great Britain.

During the morning on December 14th and 15th **Thomas Clement Salomon** and **Diego Giacomelli of Mondo Mostre** - an Italian organization of modern and contemporary art exhibitions all over the world-, had a webinar.

On the first day Thomas Clement Salomon talked about the organizational work of large exhibitions with a final excursus on the history of museum merchandising.

On the second day Diego Giacomelli conferred on the strategic importance of merchandising both for the purpose of creating financial income and for greater visibility and branding of the museum.

Throughout the four days there were workshops to develop merchandising projects.

**For Pino Pascali Museum** the selected artists were trained by **Mariapaola Spinelli** who followed the entire process for the concept, the design and the project of the merchandising products. During the days of the workshop the artists were together with Mariapaola Spinelli for virtual tours into Apulian museums edited by Santa Nastro the responsible for press and media contents at Pino Pascali Museum.

Visiting guests were: Antonio Frugis curator at the Pino Pascali Museum ( Polignano a mare) and Gabriella Berardi director at the Modern and Contemporary Art Gallery (Foggia).

As required by the program of the Monet project the tutor gave a lesson on cultural and creative industries which are among the development priorities in the 2021-2027 agenda of the European community.

## **WORKSHOP MODALITY**

During the webinar days the group of 4 artists Carmelania Bracco, Nicola Macolino, Xhon Nikaj and Irena Rakecevic under the supervision of Mariapaola Spinelli (tutor) had to design 20 projects, 5 merchandising objects for each selected Apulia museums.

The artists had to design individually 4 projects, the 5<sup>th</sup> project is a collective one sharing the ideas with the other participants of the workshop and the tutor but drawn by a singular artist.

## TUTOR AND ARTISTS BIOGRAPHY

**Xhon Nikaj** is an experienced Graphic Designer with a demonstrated history of 21+ years in the creative and printing industry. Skilled in Graphic Design, Management, Marketing, Branding, and IT Strategy. A strong business development professional with a Bachelor of Applied Science (BASc) focused in Physics from Universiteti i Shkodrës 'Luigj Gurakuqi'.

**Irena Vukovic** was born in Podgorica, Montenegro. A master's degree completed in Faculty of fine arts in Cetinje, graphic design department. She was designed a many graphics of advertise design and also she is an author of artistic solution for many books (heading and editions for many relevant publishers in Montenegro and region). Winner of many awards in graphic design domain and participated in several workshops abroad. She is very active in drawing/painting research, participated in many collective and individual exhibition. She has been a member of Association of artist in Montenegro (ULUCG). Beside the drawing experimentation her focus is directed in field of creative industries. She is graphic design teacher at high school "Petar Lubarda" in Cetinje.

**Nicola Macolino** was born in 1974 in Santa Croce Di Magliano (CB) Italy. He graduated from the Art School Of Termoli and since, in The Academy of Fine Arts, Urbino, Italy, in costume and set design. From 1998 has collaborated and worked with theatre companies, directors and artists for projects in Italy and other european countries (England, Sweden and Poland). He directs the Centre for Cultural Research Abraxas, founded in 2000, which has its head quarters in Santa Croce di Magliano (CB) Italy, with whom he has produced and presented his shows, performances and installations. The centre is responsible for the testing of various forms of artistic expression, theatrical production, conference organization, workshops and performances. At the centre of his research, It puts the needs and motivations in common of the theatre, dance and visual arts in the direction of a unit of "poetry". He published a several art books, "Makine oscenike" (2006), "Il sonno di Macbeth" with the artist/writer Gian Ruggero Manzoni (2009), "Sotto il sole del supplizio" (2016) and was responsible for the Cinema and Theatre of the magazine of literature and art Wings. He has exhibited in several contemporary art exhibitions. He is a founder of Abraxas Lab (School of Intercultural Theatre Practice).

An interdisciplinary space in which students can test their creativity in different points of contact between the various art forms. His commitment is also orientated towards teaching, festival, workshops, schools, prisons. He currently lives between Italy and England.

**Carmelania Bracco** (1997), graduated in 2020 in Decoration – Stone and Space Design at the Academy of Fine Arts in Foggia with an experimental thesis on death taboo. She is interested in contemporary art and the relationship it has with writing. In 2018 she participated in the Terza Notte di Quietè, a project supported by ArtVerona, in 2019 in Monet Project with Fondazione Pino Pascali, in Polignano a Mare. In the same year she organized a cycle of four exhibitions in Palazzo Tupputi in Bisceglie.

**Mariapaola Spinelli** (Tutor) has been member of organizational staff for 50<sup>th</sup> Biennale di Venezia under the direction of Francesco Bonami and staff member for Manifesta Biennial. She worked for 4 years for Apulia film Commission. She collaborated with The Peggy Guggenheim Collection, Pino Pascali Museum, Fondazione Giorgio Cini, Istituto Veneto di Lettere, Arti e Scienze, Cinecittà Studios, Amazon production.

Currently she is a freelance artistic director, coordinator and curator, she has worked for a lot of exhibitions, adviser for visual arts and movies. She is the author and the speaker for the radio show *15 minuti di celebrità* about visual arts and culture on rkonair.com.

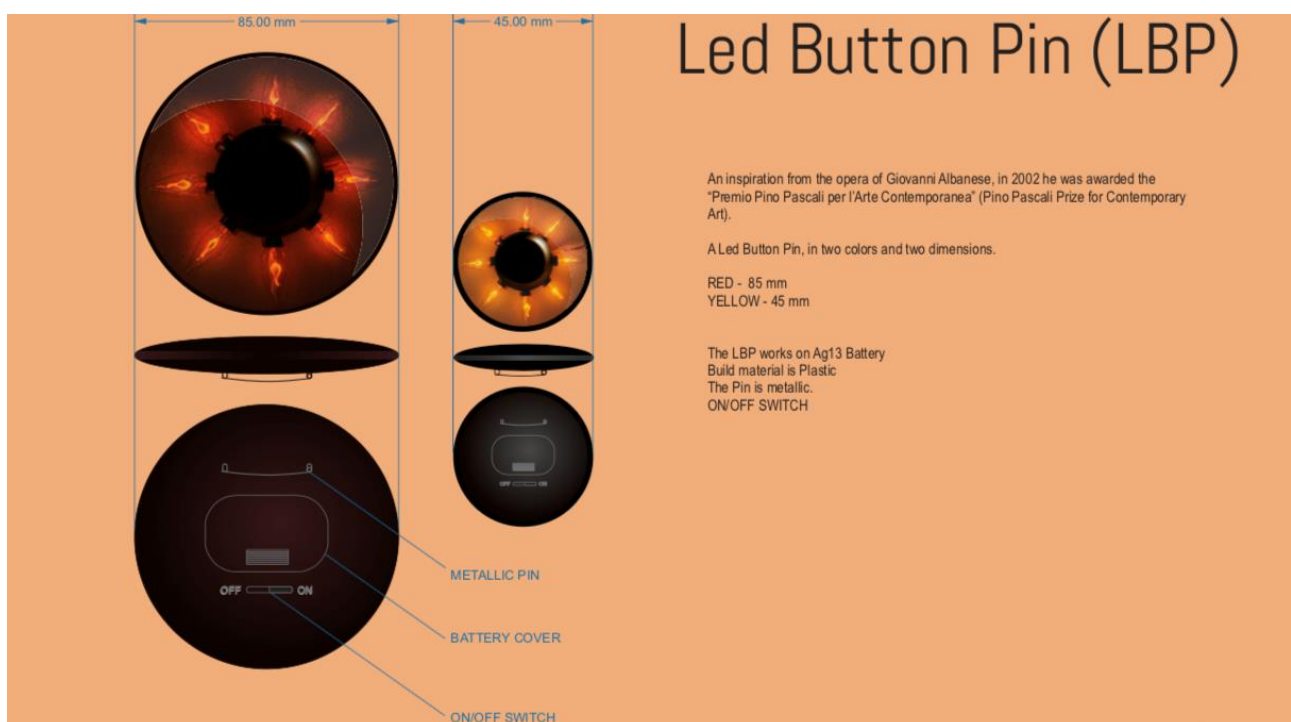
She lives between Bari and Venezia.

## **SELECTED PROJECTS FOR MUSEUM MERCHANDISING OBJECTS**

**MUSEO PINO PASCALI  
POLIGNANO A MARE**

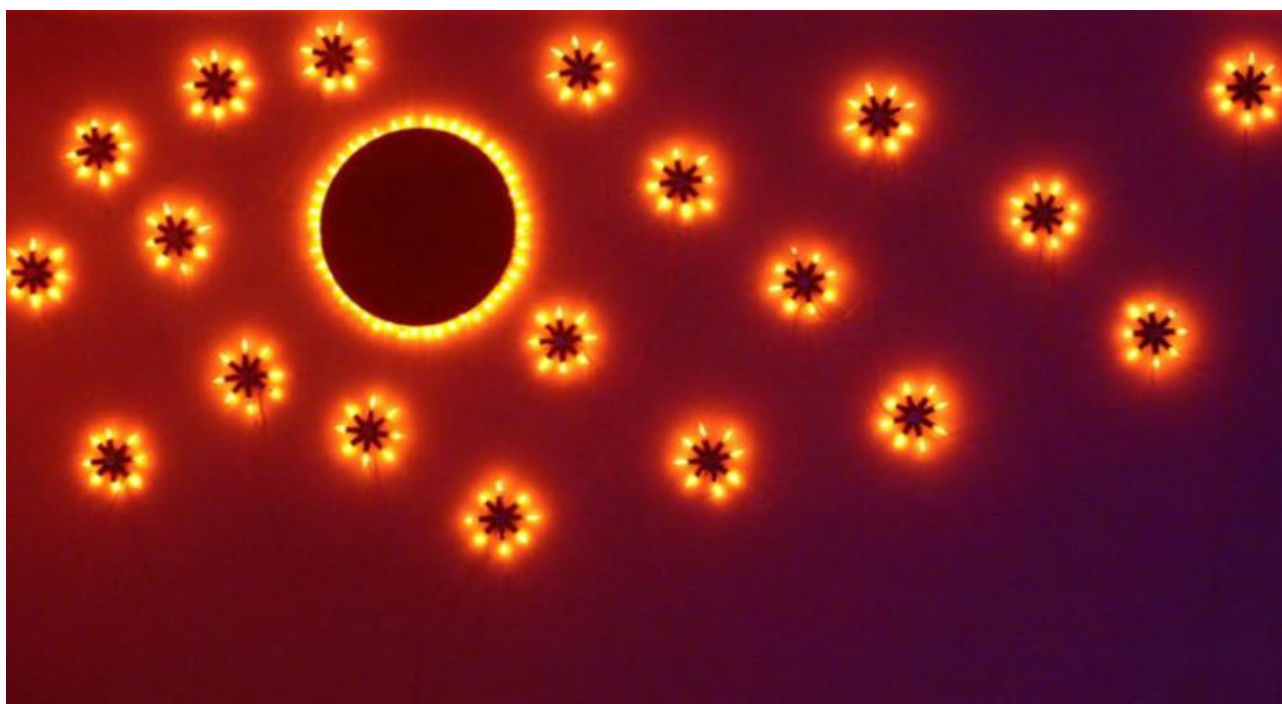
**Artist: Xhon Nikaj (Albania)**

## Description





Below the artwork by Giovanni Albanese, courtesy Pino Pascali Collection





**Artist: Irena Rakcevic (Montenegro)**

**Description:** According my creative philosophy to use natural and biodegradable materials, I designed the very simply, but very usable product with intention to bring art in everyone's home. The actual situation with Corona virus taught me that is very comfortable be at home and consume the art there. It can be on everyones table consuming with every meal, practically art became a vital need. This product should be make of pure canvas with printed motive each of Pino Pascali artwork. It could be peculiar souvenir, very cheep for production but very likable, very portable and long - term, and in accordancy with planetray fight against pollutants.



**Artist: Nicola Macolino (Molise)**

## **Description**

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### **Project #1** Abat-jour Desk lamp Ceiling, wall lamp

#### **ABSTRACT**

The idea is to create an abat-jour but which could also be developed as a desk, ceiling and wall lamp simply by designing it with different sizes.

Pascali's whale is both one of the works in the museum and the logo of the museum itself, therefore easily recognizable.

The fact that the work seems "severed" and divided into two pieces stimulated in me the idea of an object that could be arranged as a lamp, in different points of a house: from the ceiling to the walls, recovering the exhibition idea of the Foundation itself.

It could be made and purchased as a single (head) or double (head and tail) piece.

An alternative version could be to print the surface of the lamp with Pascali's drawings, creating a hybrid and particular texture.

The lamp is made with a wooden base that also works as a weight, with a light metal armor then covered with a light polyester cloth, UV stabilized, to make it resistant to fading, tearing and wear.

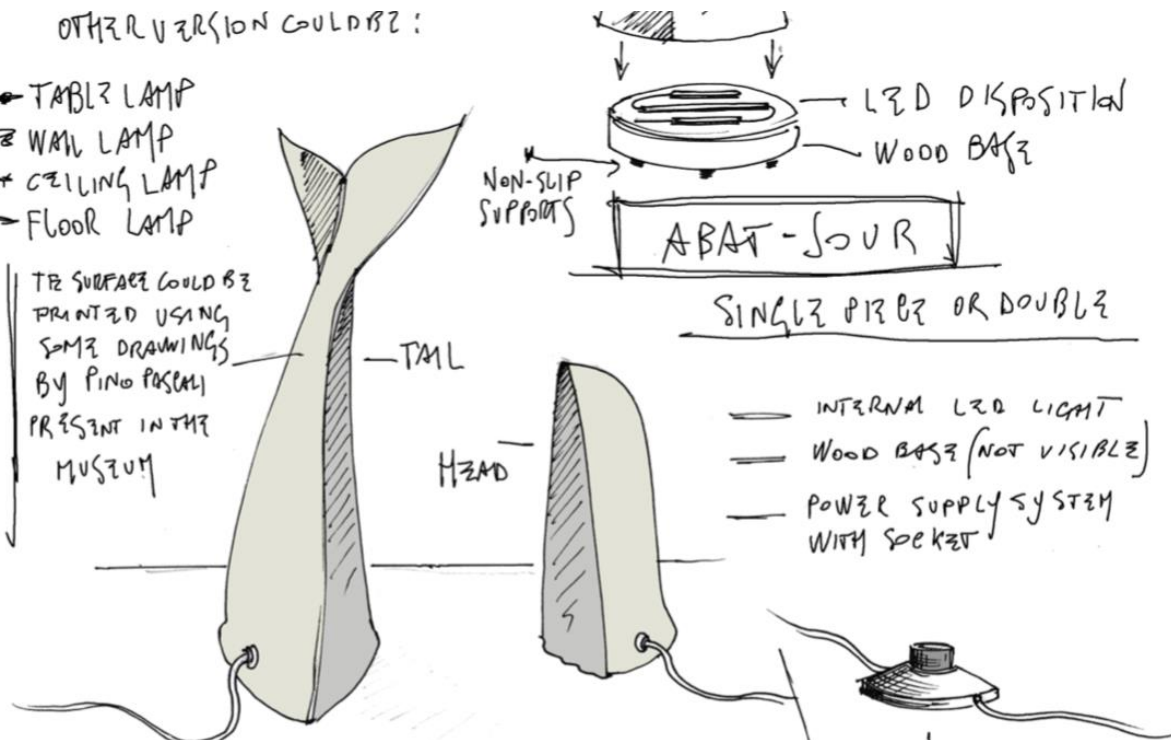
It has a LED power system, via an electric cable with switch and socket.

## MONET

OTHER VERSION COULD BE:

- TABLE LAMP
- WALL LAMP
- CEILING LAMP
- FLOOR LAMP

THE SURFACE COULD BE  
PRINTED USING  
SOME DRAWINGS  
BY PINO PASCALI  
PRESENT IN THE  
MUSEUM



**MAIN VERSION**  
abat-jour

**TECHNICAL ASPECTS**

### OTHER VERSIONS

desk lamp, wall lamp, ceiling lamp

### SIZE

abat-jour

40 cm. height (tail), 20 cm. height (head)

### wall and ceiling lamp

80 cm. height (tail), 40 cm. height (head)

### MATERIALS

wood base, metal armor, light polyester cloth

### COLORS

wide range of colors

### LIGHT

led, cable with switch and socket

**Artist: Carmeliana Bracco (Puglia)**

**Description:** For the project dedicated to the Pino Pascali museum, I imagined a hardcover book for children between the ages of two and five. The aim of the book is the discovery of the many materials used by the artist: canvas, water, earth, recycled materials ... The book could also be an interesting souvenir for adults or for those who do not necessarily want purchase a catalog of the museum's works. The book is made entirely of recyclable materials that are safe for children.

AGE : 2-5 years

PAGES : 8

FEATURES: SOUND-TACTILE

GOAL: TO KNOW  
MATERIALS  
USED BY  
THE ARTIST



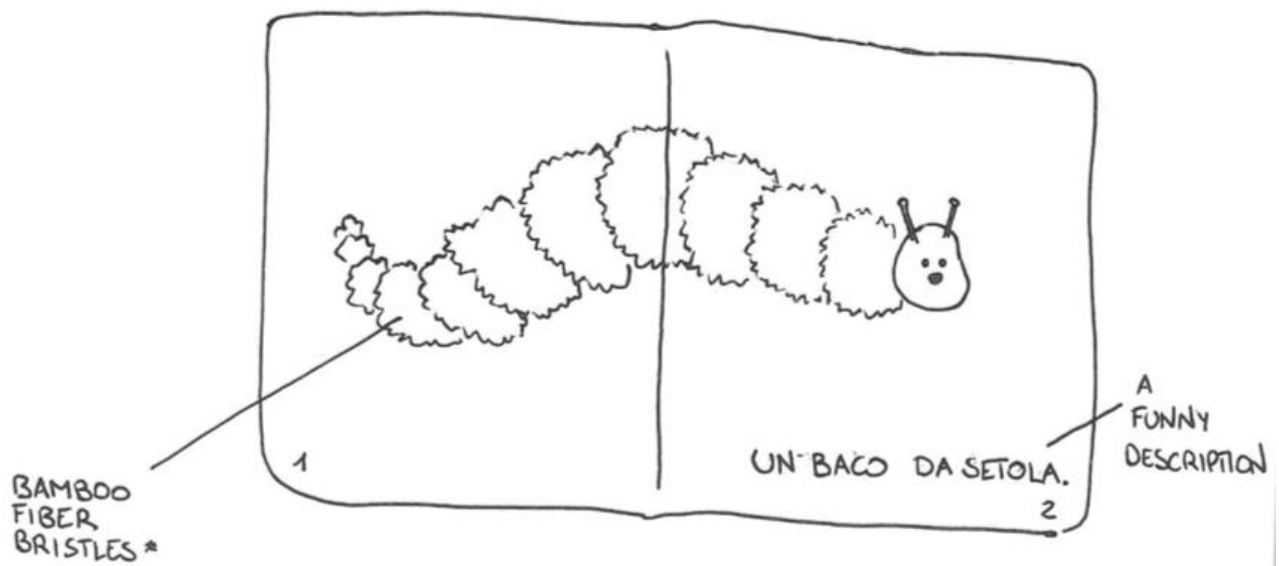
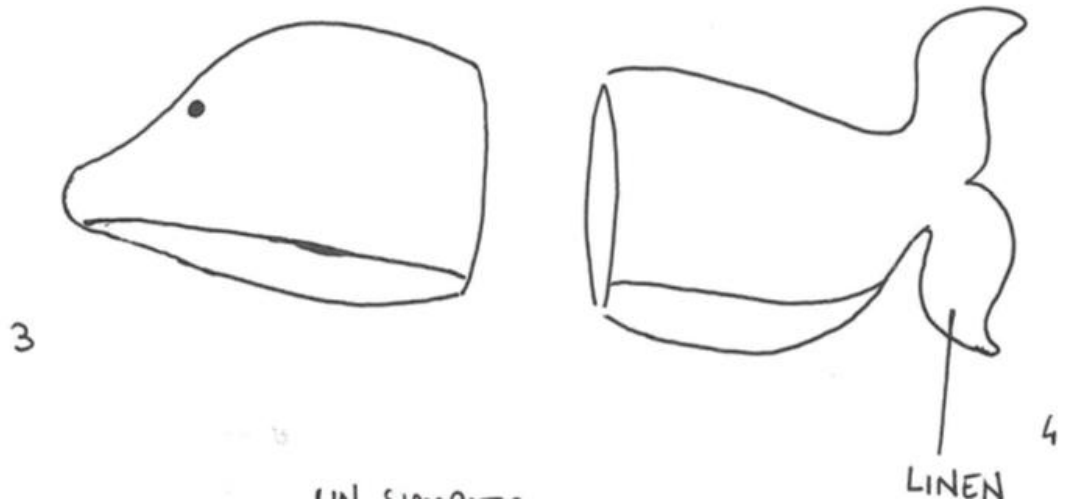
\* PARTS MADE  
OF DIFFERENT  
MATERIALS  
CAN BE  
EASILY  
REMOVED FOR  
RECYCLING.



COVER

MATERIALS:  
recyclable  
cardboard  
100%

UNA BALENA A METÀ.



**SELECTED PROJECTS**  
**FOR MUSEUM MERCHANDISING OBJECTS**

**GALLERIA D'ARTE MODERNA E CONTEMPORANEA**  
**FOGGIA**

**MONET**

**Artist: Xhon Nikaj (Albania)**

**Description:**



**ALFREDO  
BORTOLUZZI**



An inspiration from the paintings of Bortoluzzi  
Everyday Backpack - 20 L

Color - blue  
Waxed Cotton  
Hight - 49 cm  
Widht - 25 cm





ALFREDO  
BORTOLUZZI



Back Pack



ALFREDO  
BORTOLUZZI





**Artist: Irena Rakcevic (Montenegro)**

**Description:** Given that my idea to create palette of products which may be of interest for different people, I wanted to make same stuffs which usually we don't expect in museum bookshops. I suppose some visitor of museum could be pleasantly surprised if he has an option to buy also kitchen apron with motive of some museum exponents. This useful object could be a intermediary between art and people. Kitchen apron is very easy to sew, thereafter can be printed using copies for serigraphie or by directly printing.



MONET - Museum  
Merchandising  
exchange

**La Galleria da  
arte moderna e  
contemporanea  
di Foggia**

**Kitchen apron**

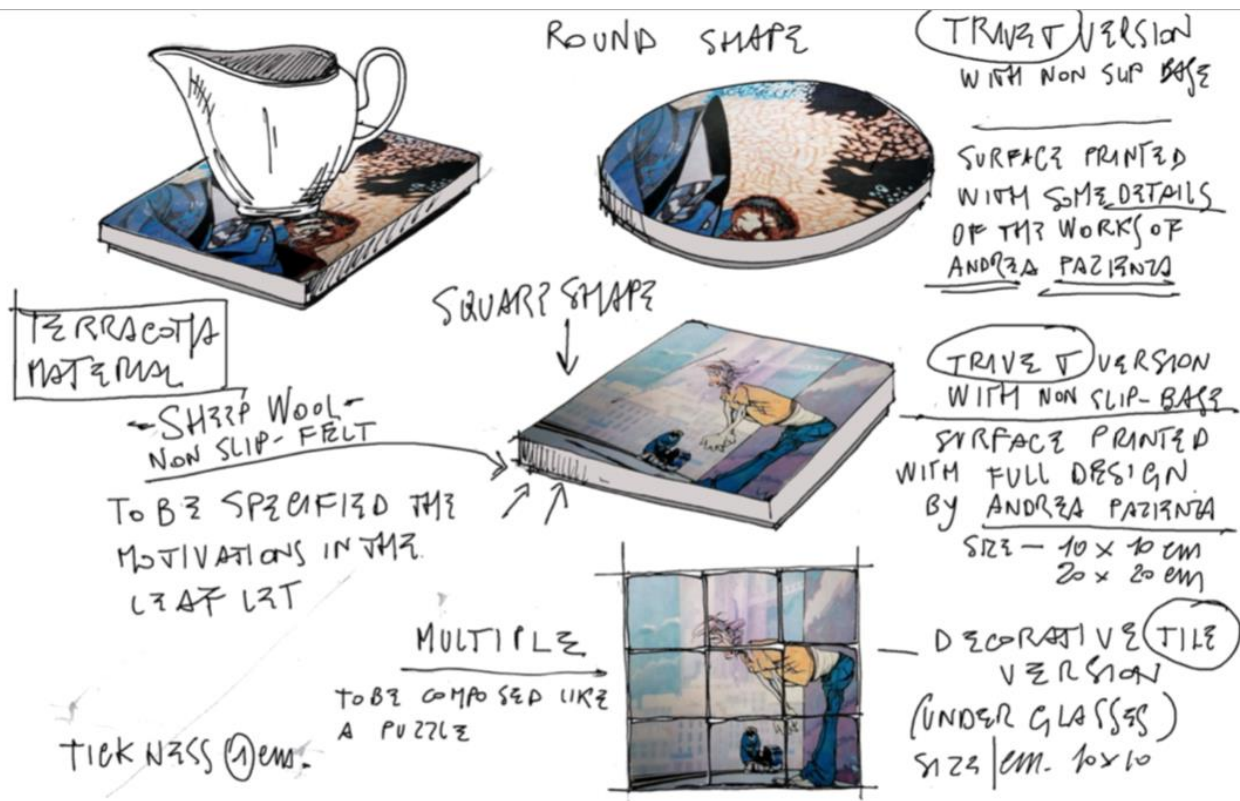
**Artist: Nicola Macolino (Molise)**

**Description:**

**Project #3**  
Trivet  
Decorative tiles

**ABSTRACT**

Visiting the gallery, my gaze focused on some works by one of the most interesting artists of the last century,  
Andrea Pazienza.  
His images made me think of possible tiles to use as trivets, coasters or other objects just removed from the fire.  
But another use could be to assemble these tiles in a multiple version almost like a puzzle.  
For the version as a trivet, the tile is designed in two different shapes, one circular and one square, with the printing  
of a work/design adapted in the best possible way to the shape described.  
For the version as a tile, a detail of a work is printed on each of it, which can be fully visible only in the composition  
of several pieces.  
In both cases, the tiles are made of terracotta, a natural material reminiscent of the earth and the paths linked to  
sheep tracks and transhumance. Important aspects of the culture of the Apulian territory and the origin of the  
gallery itself.  
Another element attributable to this aspect is the choice of preparing the trivet version, at the base, with an anti-slip  
felt created with sheep's wool.  
The tile version, does not have this element.



## VERSIONS

trivet  
decorative tiles

## TECHNICAL ASPECTS

## SIZE

### trivet version

15 x 15 x 1 cm. (square shape)  
18 cm. radius (round shape)

### decorative tiles version

10 x 10 x 1 cm.

## MATERIALS

glazed terracotta with print  
sheep's wool non-slip felt ( just for the trivet version)

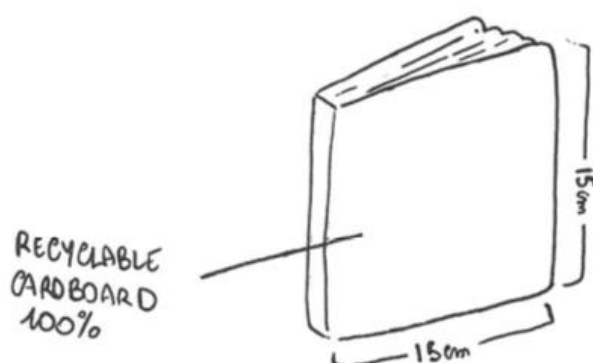
## PRINT

art work by Andrea Pazienza

**Artist: Carmeliana Bracco (Puglia)**

**Description:** For the Gallery of Modern and Contemporary Art in Foggia I designed a hardcover book for children aged between two and five, made of 100% recyclable materials. Each page of the book is dedicated to a portrait of the nineteenth-century painters present in the museum and is divided into three parts: the first for the forehead and eyes, the second for the nose, the third for the mouth and chin. The aim of the book is the development of creativity through the composition of new faces. Furthermore, the child will learn to know and appreciate the details of the works in the museum.

INTERACTIVE BOOK - GALLERIA D'ARTE MODERNA E CONTEMPORANEA (FOGGIA)

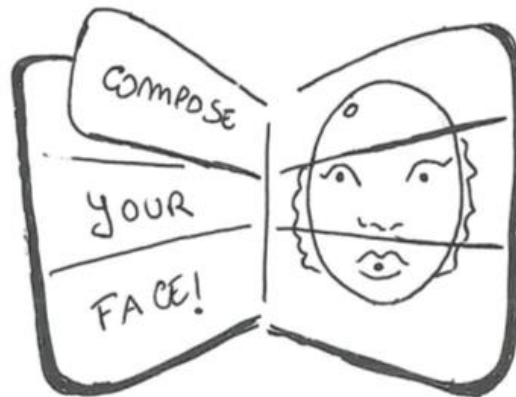


AGE: 2-5 years  
PAGES: 20  
FEATURES: INTERACTIVE  
GOAL: TO DEVELOP IMAGINATION



MONET

IMAGES ARE  
THE PHOTOS  
OF PORTRAITS  
IN THE  
GALLERY



DESCRIPTION:  
THE CHILD CAN  
DEVELOP HIS IMAGINATION  
AND MEMORIZE  
PAINTINGS OF THE  
GALLERY IN FOGGIA.

## **MUSEUM OF ARCHEAOLGY RIBEZZO**

### **BRINDISI**

MONET

**Artist: Xhon Nikaj (Albania)**

**Description:** An inspiration from the archeological collection of the Ribezzo Museum

CHESS PIECES



Chess Figures  
3d printed in Resin  
three colors  
white black or green

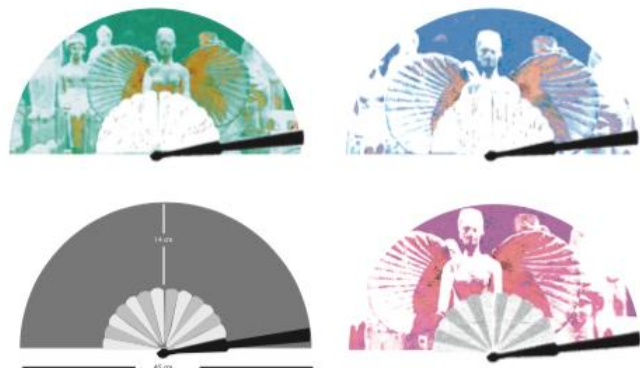


**Artist: Irena Rakcevic (Montenegro)**

**Description** With a reference on previous product which refers to ecological and self sustaining principles, this product intend for as touristic as domestic population. Considering current speed of lifestyle which refers to travel, walks, cycling and so on, I created simply accessory product for everyday use.



**Aphrodita from Brindisi/Hand fan//wood\_canvas**





**Artist: Nicola Macolino (Molise)**

## **Description**

### **Project #2**

Door stop  
Paper weight  
Book weight

#### **ABSTRACT**

In this museum, my gaze was particularly focused on one of the objects in one of the rooms. One of the remains of the bronze sculpture of Lucio Emilio Paolo, a foot with sandal. I saw in this detail an idea of power, of strength, of firmness. So I developed, considering the particular right-angled shape of the bronze, a sort of base. A door stop that could also be designed in two other different versions: a desk paper stop and a book stop.

Of course, using different sizes and materials for the different versions.

Wood (probably beech, being quite heavy) could be the material suitable for the version as a door stop (in this case the object would have a sort of wedge in the back that would act as a stop)

The resin or fiberglass could instead be the most suitable material for the version as paper and book stop (in this case the wedge at the base would be excluded).

In both cases, the final, aesthetic appearance, the final patina could be that of the bronze to recall the original work.

But in the case of the version as a paper and book stop, the solution in polyester resin could be fascinating in its transparent and colored essence.

Both of them could be interesting in a black shiny lacquered solution too.

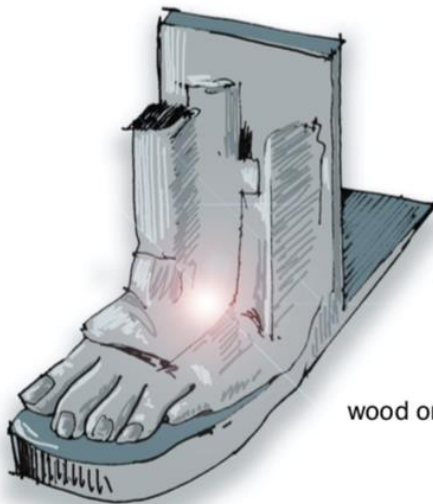
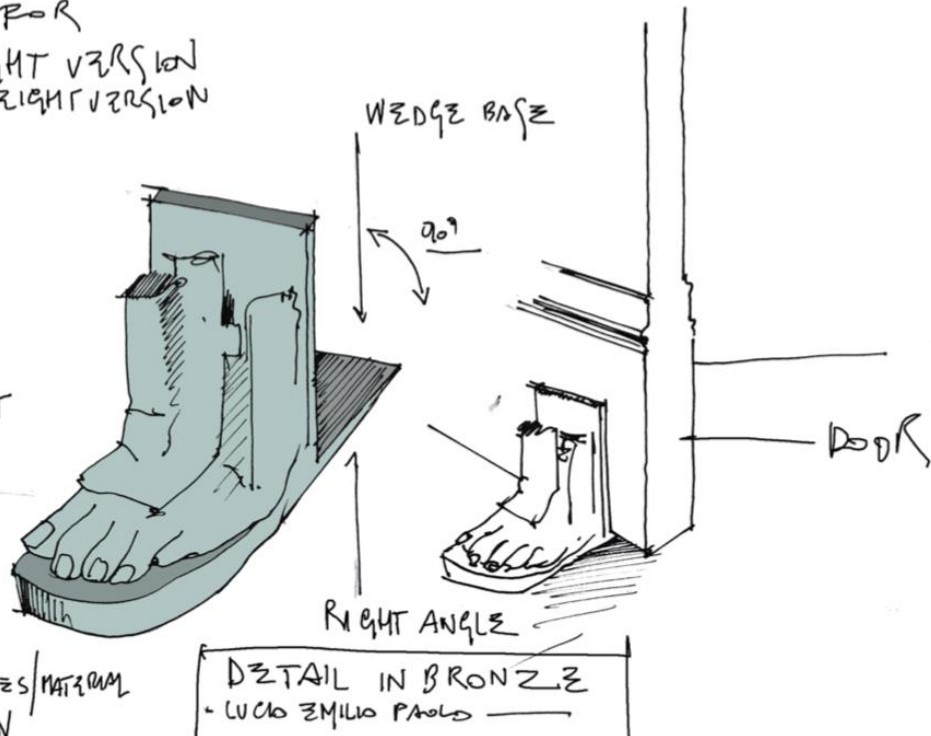
\* NO WEDGE FOR  
BOOK WEIGHT VERSION  
AND PAPER WEIGHT VERSION

2 VERSION ①  
DOOR STOP

= VERSION ②  
PAPER WEIGHT

= VERSION ③  
BOOK WEIGHT

= DIFFERENT SIZES/MATERIAL  
FOR EACH VERSION



#### MAIN VERSION

door stop

#### TECHNICAL ASPECTS

#### OTHER VERSIONS

desk paper stop

book stop

#### SIZE

25 x 10 x 20 cm. (door stop)

15 x 9 x 15 cm. (paper and book stop)

#### MATERIALS

wood (door stop)

wood or polyester resin (paper and book stop)

#### COLORS

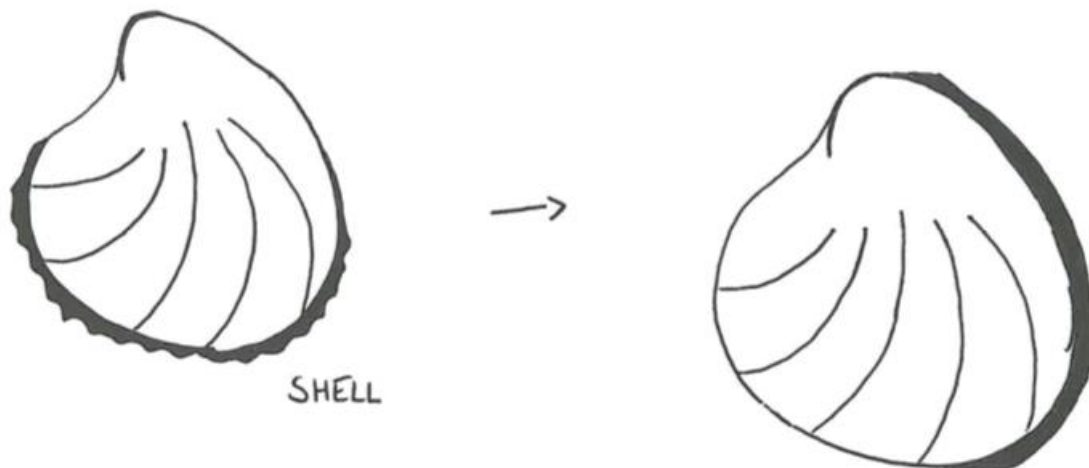
bronze (door stop)

black or white shiny lacquered (paper and book stop)

**Artist: Carmeliana Bracco (Puglia)**

**Description:** For the Francesco Ribezzo museum I designed a cup warmer that connects to the computer via a USB cable. It does not allow the water to be bled, but to keep the drinks warm while you are working on the PC. It is made in two forms: the capital, which draws inspiration from the museum's collection; the shell, symbol of the territory and reference to the winged Aphrodite present in the museum. This Aphrodite has two shells for wings and is a fairly rare iconography for the period.

CUP WARMER - MUSEO ARCHEOLOGICO PROVINCIALE  
"FRANCESCO RIBEZZO" (BRINDISI)

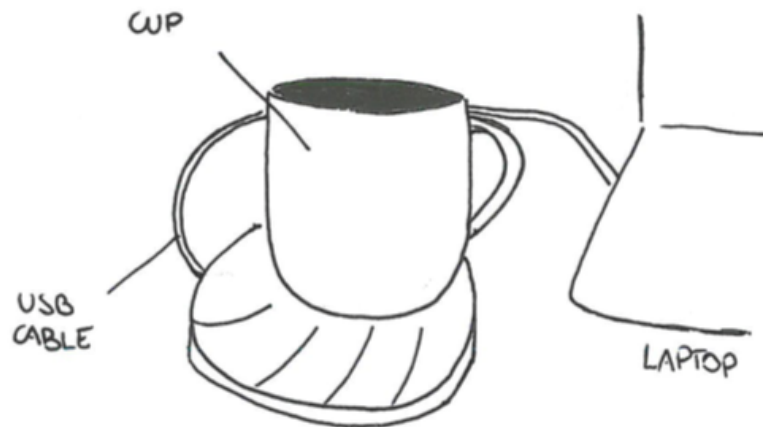


MONET

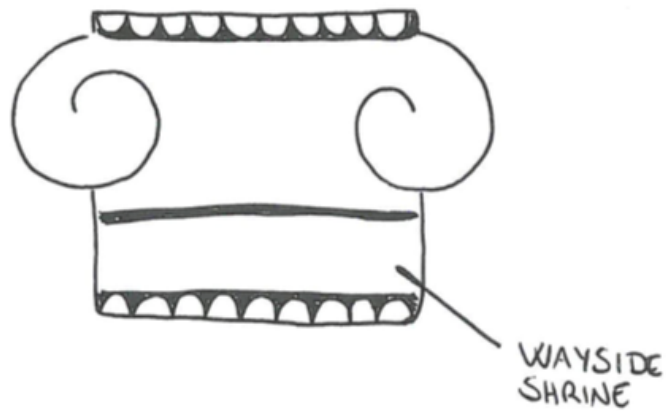
MATERIALS: plastic

FEATURES: usb cable

GOAL: TO KEEP  
DRINKS  
WARM



OTHER SIZE

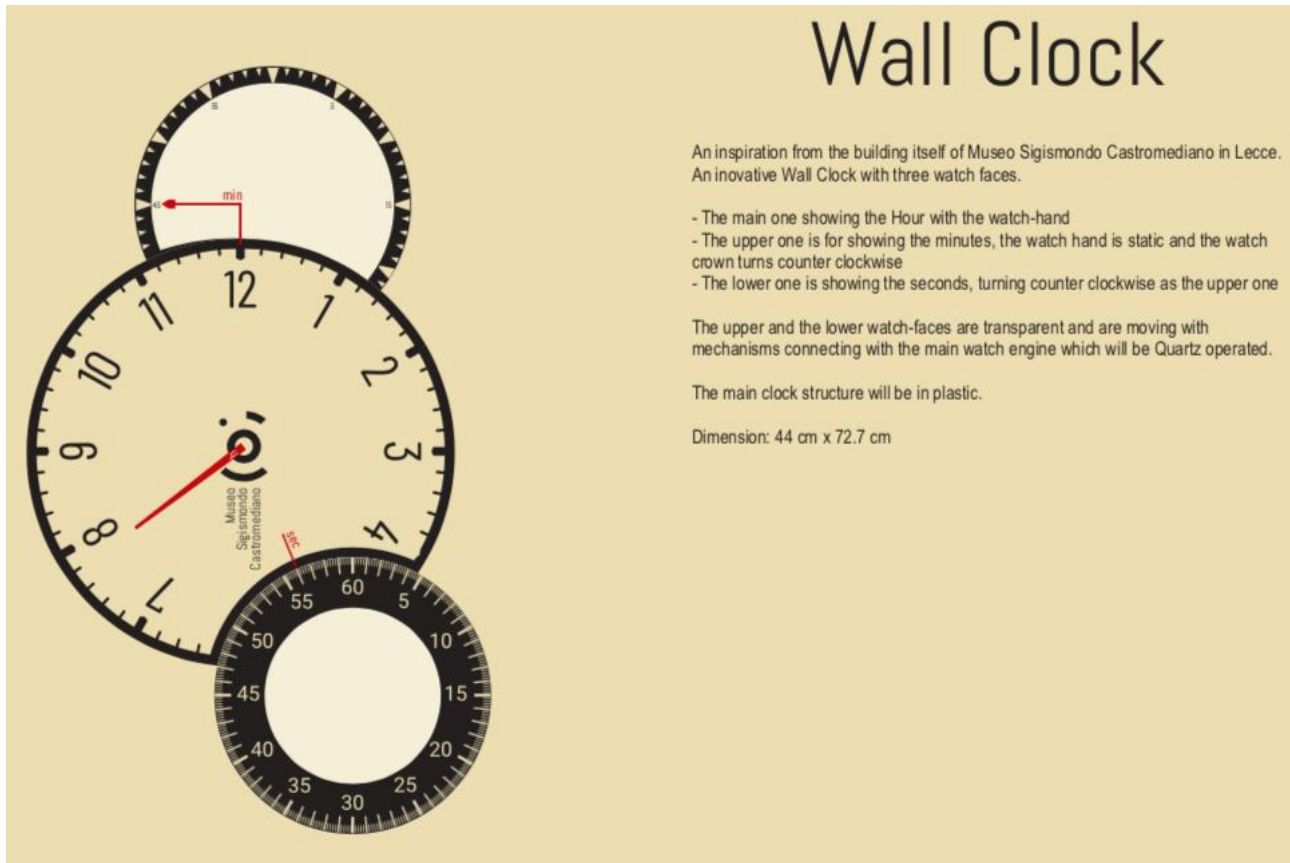


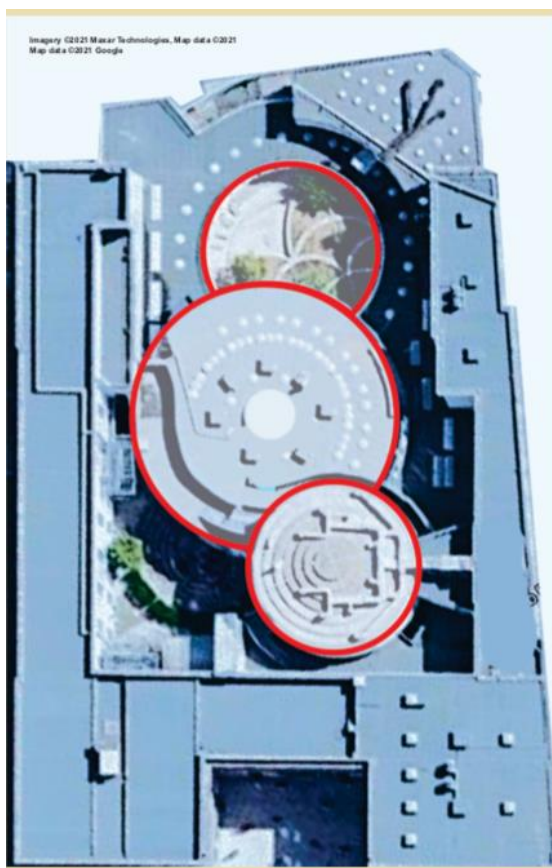
## **CASTROMEDIANO MUSEUM**

### **LECCE**

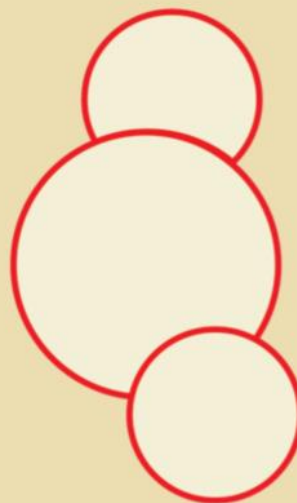
**Artist: Xhon Nikaj (Albania)**

**Description:**





## Wall Clock







**Artist: Irena Rakcevic (Montenegro)**

**Description:** Ceiling of museum inspired me to create unique product of earrings with movable circles. This wooden product with variables dimension could be realized very simply - by laser cutting, and they could be colorised very various. The diameter of biggest circle is 25 mm, central is 18 mm and the smallest is 10 mm. Although the female is the main target group in my opinion those earrings would be a very special gift with durable memory.



**Artist: Nicola Macolino (Molise)**

**Description:**

## **Project #4** **Candle Holder**

### **ABSTRACT**

What struck me at first glance was the architectural form of the museum, its external structure seen from above. So I started from the aesthetics of the building, from its shapes, to focus on the idea of a candle holder. Thus the three circles of the central pavilions of the building, extrapolated from the general context, have become the essential elements for the design of this object. Of course, this idea is not immediately understandable for potential buyers, so this creative process could be described in a leaflet that would accompany the product on sale.

The general material with which the candle holder is designed is wood.

All three circular bases (discs) are therefore made of wood with a central pin that allows the object to be resealable and extendable.

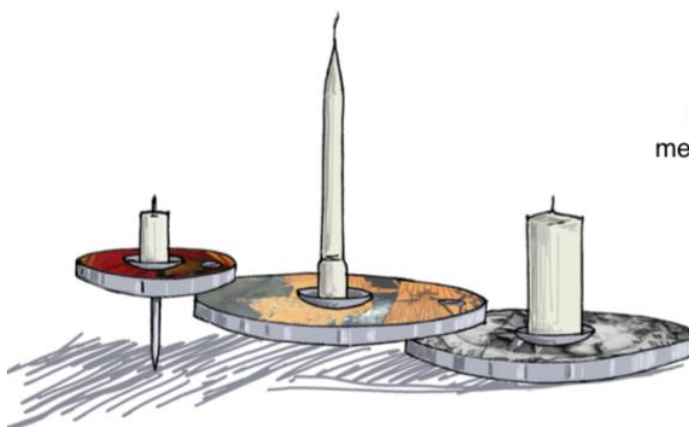
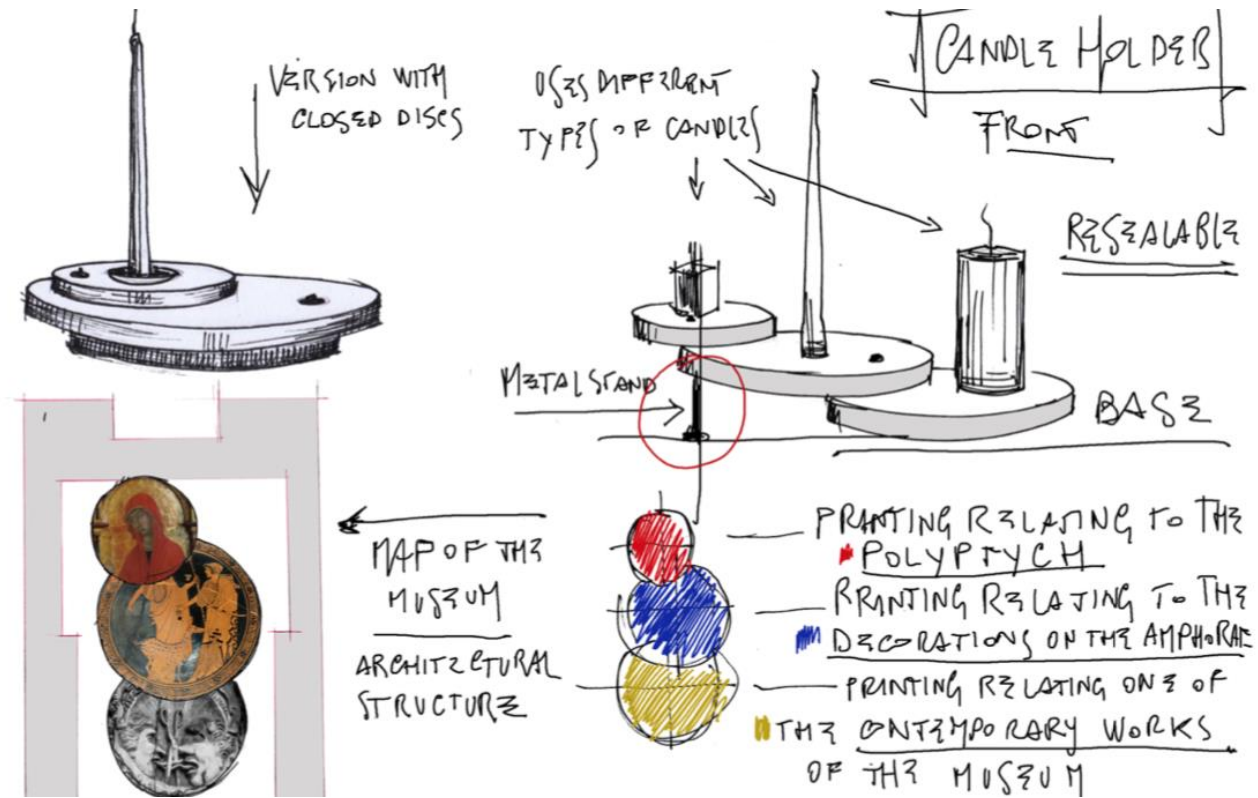
The edge of each disc is made with a thin sheet of metal.

In the lower part of the last disc, the smaller one at the top, a steel support is fixed, which can be dismantled and easily screwed on, for the stability of the product.

Poetically, each of the discs is printed in the upper part, with images from the different sectors of the museum: so we have a reproduction of one of the polyptychs, the reproduction of decorations of some vases and amphorae and the reproduction of one of the contemporary art work, in order to have all the eras in the museum in a single object.

In addition, on each disc there will be a sort of metal plate on which to place the candles to avoid dirtying the bases with wax.

## MONET



### SIZE

### TECHNICAL ASPECTS

#### discs radius

small-up disc 8 cm.  
big-central disc 20 cm.  
medium-base disc 16 cm.

#### disc thickness

2 cm.

#### metal support stick

4 x 0,8 cm.

#### metal saucers radius

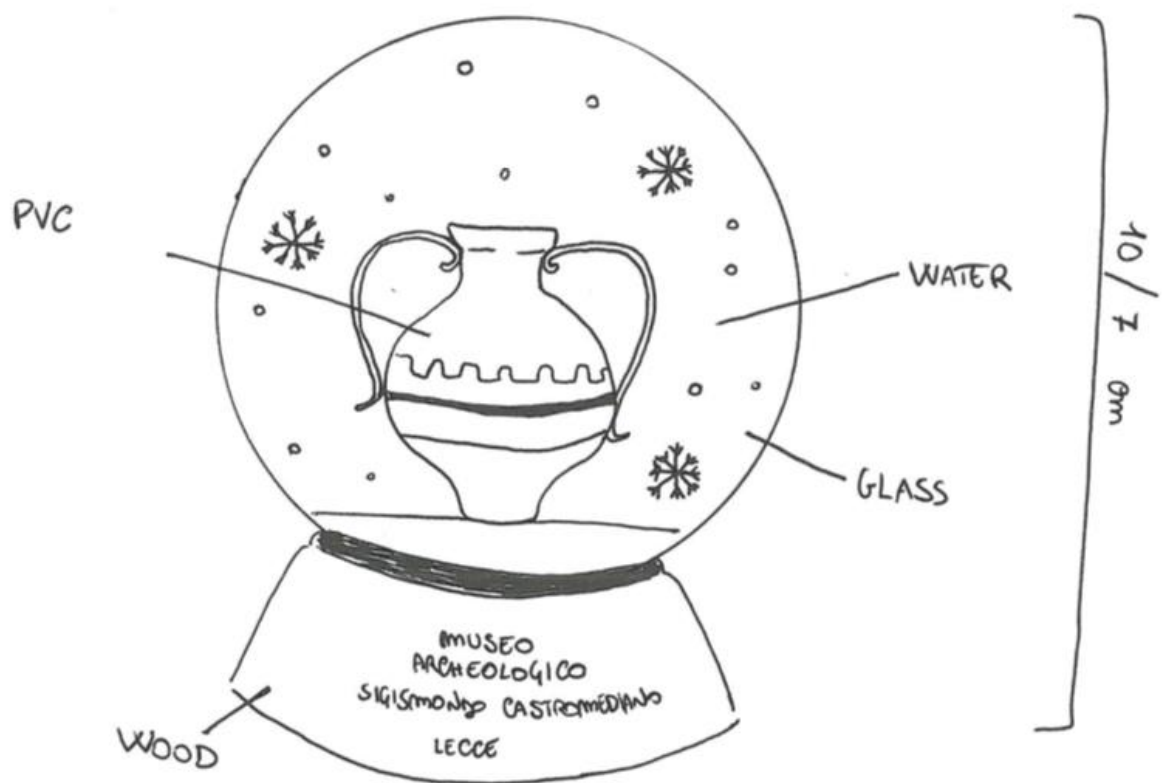
5 cm.

### MATERIALS

wood with print (discs)  
metal (thin sheet around the disc)  
steel (screw support stick)  
metal (small saucers)

**Artist: Carmeliana Bracco (Puglia)**

**Description:** For the Sigismondo Castromediano museum I designed a snowball with miniature amphorae belonging to the museum's collection inside. It is a splendid artistic treasure found on the seabed, which inspired the idea of the snowball. It is made of recyclable and safe materials and can be seven or ten centimeters large. Easy to make and wonderful to keep at home!



DESCRIPTION: SNOWBALL  
WITH AN  
AMPHORA  
INSIDE.

## **ARTISTS COLLECTIVE PROJECTS**

**Xhon Nikaj for Modern and Contemporary Gallery Foggia**

**Irena Rakcevic for Ribezzo Museum of Archeology**

**Nicola Macolino for Pino Pascali Museum**

**Carmeliana Bracco for Castromediano Museum**

**Artist: Xhon Nikaj (Albania)**

## Description



ANDREA PAZIENZA

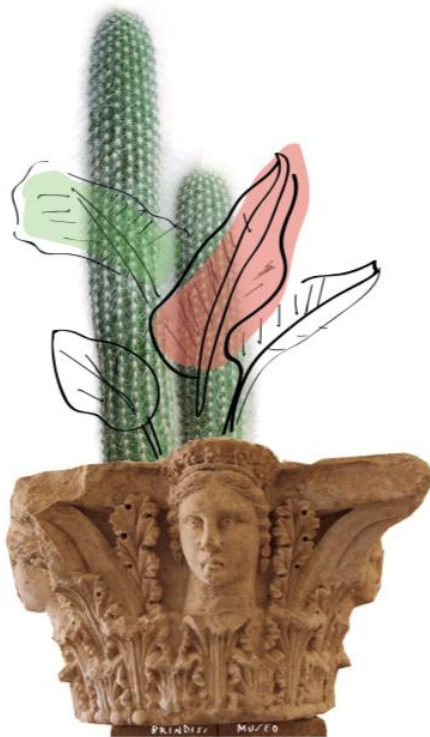
An inspiration from the comics of Andrea Pazienza

170T Polyester  
Standard Metal Shaft  
Standard Metal Ribs  
Standard Wood Handle  
Black and White Color  
130 cm



**Artist: Irena Rakcevic (Montenegro)**

**Description:** This model of flowerpot is a way to bring exponat directly from museum - from the place where Aphrodita only can be seen - to home in order to she can be before your eyes constantly. A miniature specimen (170x140mm) should be realised by 3d printing technologies using biodegradable PLA plastic in various sizes and colors.



**Museo  
Ribezzo  
Brindisi**

**MONET - Museum  
Merchandising  
exchange**

**Flowerpot/Syndox 3d print/17x14cm**



**Artist: Nicola Macolino**

**Molise**

## **#Collective Project**

### **Scent surround with stick**

#### **ABSTRACT**

The idea of the diffuser is the result of brain-storming work between the artists and the speaker of the project for the Puglia region.

A collective idea, was then developed by myself.

The project consists precisely in the creation of a small bottle with essential oils for the fragrance of environments.

The sticks useful for the diffusion of oils are inspired by the collection "Bachi da setola" present in the Pino Pascali Foundation.

Thus the result is a simple, elegant and extravagant object at the same time.

The bottle is designed in a cubic shape, using recycled glass and resealable with a screw cap, in aluminum. The sticks, on the other hand, are designed in rattan or wicker for greater absorption of oils and therefore a better yield.

The sticks can be made smooth or with slight curvatures to recall the artist's work.

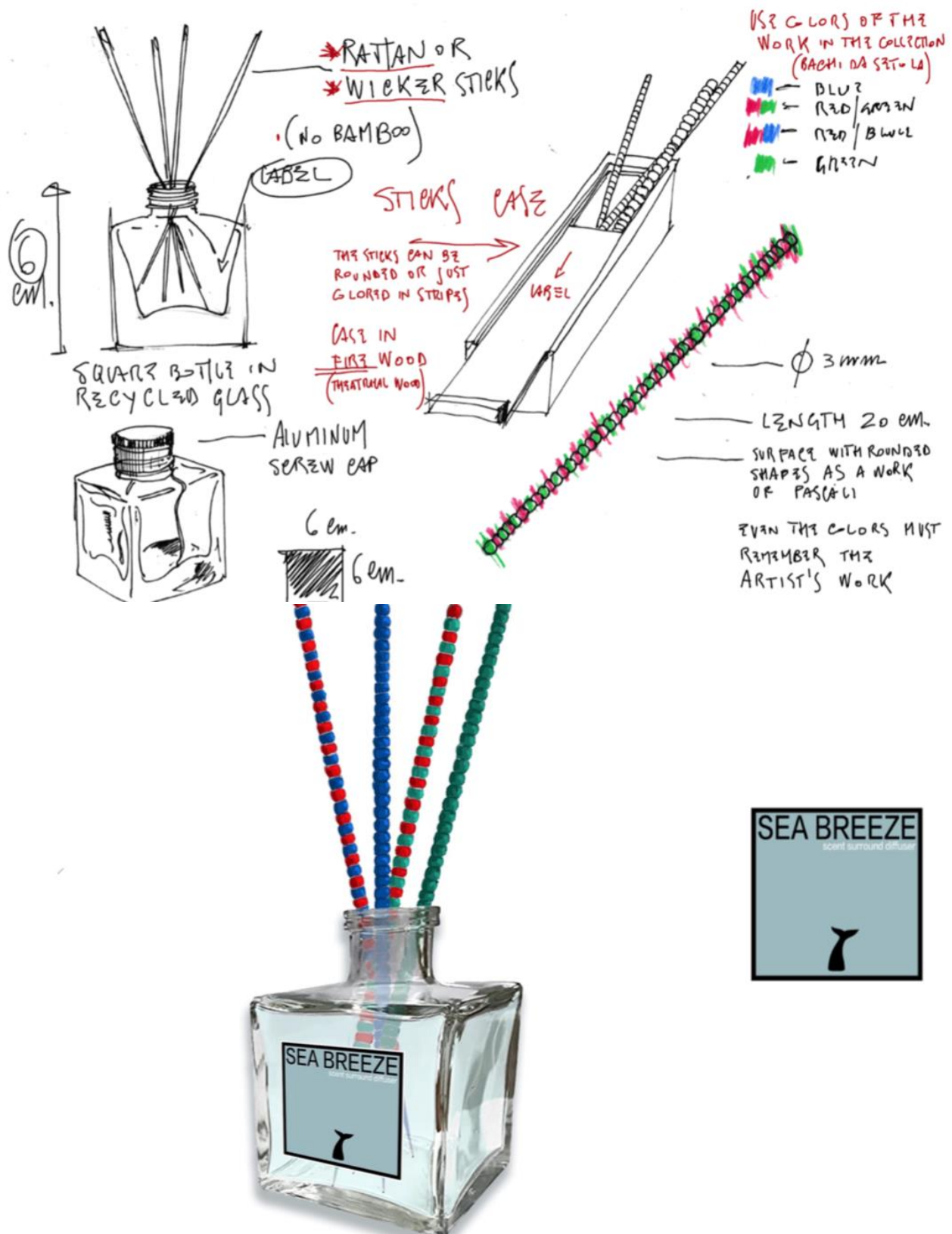
Even the colors are those of the work in the collection.

As for the bottle, there is no particular packaging, but it should be wrapped in a layer of white or black tissue paper, simply crumpled around it.

As for the sticks, they will have a case in fir wood (typical theatrical wood, Pascali who was a set designer, certainly knew this aspect well) in which they will be contained in a number of about 20 pieces.

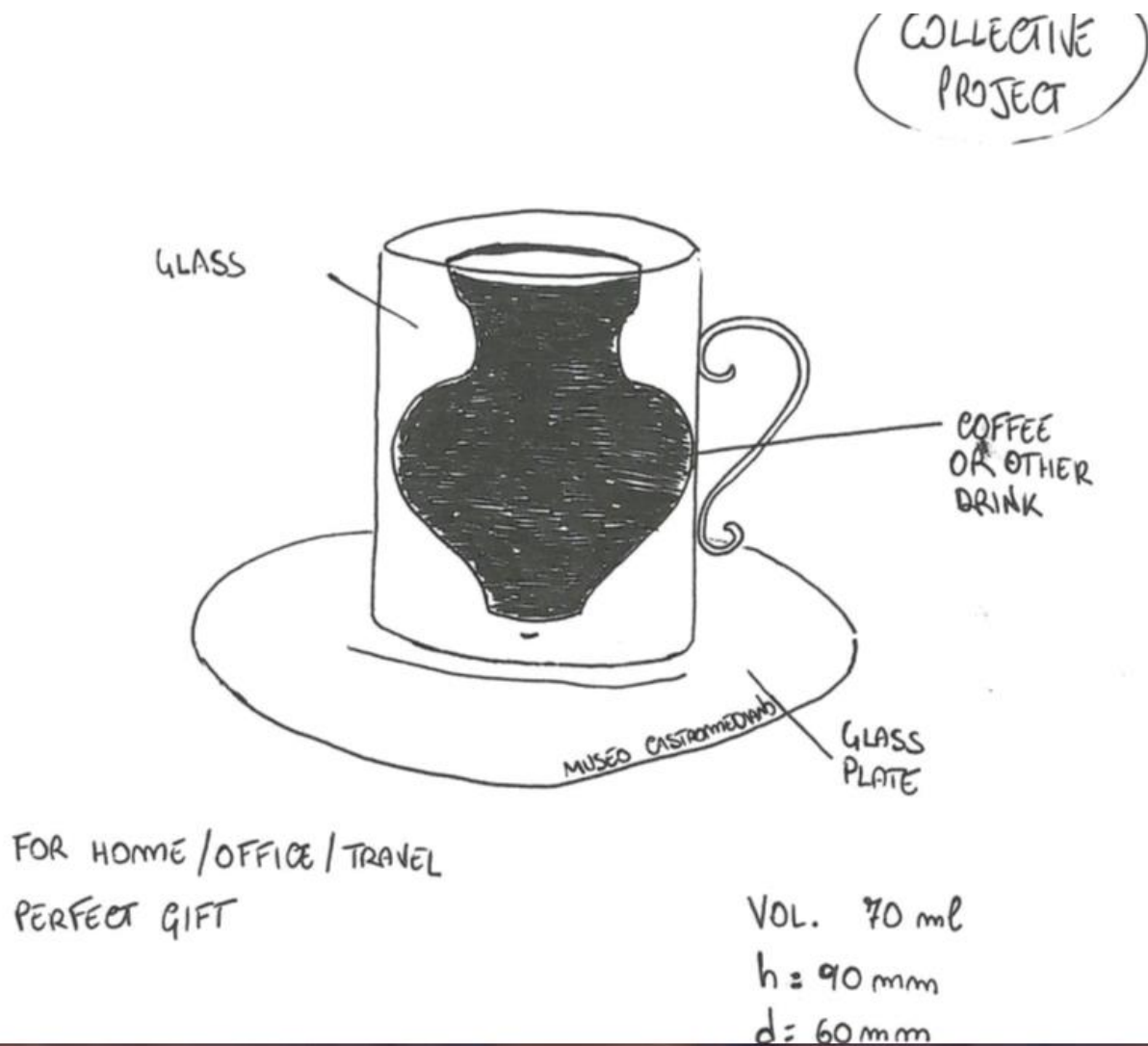
On both objects, bottle and case, there will be a label with the basic description of the product.





**Artist: Carmeliana Bracco (Puglia)**

**Description:** For the collective project for the Sigismondo Castromediano Museum in Lecce, the other guys and I imagined a collectible glass cup. It is precious and particular: when you fill it, the drink inside shows the shape of an amphora, symbol of the museum's collection. It is a unique and beautiful object to collect.



## Artists reflections about the webinar and workshop

**Xhon Nikaj:** I am very impressed with the workshop, Loved the content, and all of the tools and info shared in this workshop! Thank you so much for guiding us through this. It was great to hear the tutor tips. I learned a lot. Actually, I feel that I learned everything, seeing the process and early sketches, and also coming up with ideas and concepts so fast it was wonderful.

**Irena Rakcevic:** I am very pleased I have opportunity to be part of this project, and this is a new and beautiful experience for me and my work too.  
I am shure it will be very applicable for my further activities in art field.  
Therefore, during this days I was understand the significance about difficulties which museums around our region find out to be self-sustain.  
It was my pleasure to meet all of you, people from who I could adopt some new aspects and reflection according this topics we have realised in four days.

**Nicola Macolino:** When I was informed that the project would begin, I was very happy because this type of experience was missing from my daily work as an artist. Through this workshop, I realized I discovered a new world about museums, I obtained important information about a world that I have often looked at only from the outside and as a user. Furthermore, the work of designing products destined for museums has become a very fascinating and experimental challenge. I was pleased to have talked with other artists with different idea and culture and to have shared my ideas with them. I strongly believe that this project has undoubtedly given me the opportunity to grow professionally, but also humanly.

**Carmelania Bracco:** I am fully satisfied with how this project turned out. The days were well organized and the theoretical part had the same importance as the practical part. I found necessary comparison with other guys, despite showing the distance due to covid-19. It was interesting and constructive.



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