DELIVERABLE C.2.3

ADRINETBOOK

LAYMAN'S REPORT

ADRINETBOOK in a nutshell

Duration: 36 Months (02/03/2020 - 01/03/2023)

Budget: Euro 1.521.760,02 (out of which Euro 1.293.496,01 from ERDF and IPA II funds)

Partnership:

MUNICIPALITY OF MACERATA (LP)

ICCU – Central Institute for the Union Catalogue of Italian Libraries and for Bibliographic information – Italy (PP)

Municipality of Gjirokaster – Albania (PP)

Museum of Contemporary Art Zagreb – Croatia (PP)

AGRRA – Zadar County Rural Development Agency – Croatia (PP)

University Library "Svetozar Markovic" – Serbia (PP)

RIS - Research and Educational Centre Mansion Rakičan- Slovenia (PP)

Municipality of Thassos – Greece (PP)

ASSOCIATED PARTNER: Marche Region - Department Arts and Cultural Activities - Italy

HTTPS://ADRINETBOOK.ADRIONINTERREG.EU/

The aim

The Project aims at promoting, valorizing and protecting cultural heritage in the Adriatic-Ionian area.

Its main goal is to enhance and conserve specific cultural properties, in particular books, through their digitization and making the digitized items accessible to a broader public. Then cultural itineraries are created based on the digitized items, becoming themselves tools to promote the area.

Main achievements

- More than 8000 items digitized
- 11 new touristic itineraries created
- 4 public events realized

Core of the project

The core of the Adrinetbook project was **digitization.**

CH digitization allows, on the one hand, to create a digital version of the original object, which is unavoidably exposed to a degradation process, thus contributing to CH conservation. On the other, digitized objects reduce geographical distances and open up new frontiers for research and valorization of cultural properties, representing an asset for the CH promotion.

Results from digitization were further exploited with the creation of new touristic itineraries based on the digitized CH. In this way, the digitized items become touristic assets, as well as vehicles for the promotion of the places that are hosting them, which are often beautiful libraries, and museums definitely worth a visit.

Digitization

All partners were involved in the selection of specific collections and in their digitization.

ICCU was the technical partner providing instructions for the digitization process. Partners took part in ICCU's training which provided them with valuable knowledge related data preparation, scanning, postproduction, aggregation of content, licenses and references. These common standards for the digitization process were then summed up in the "Adrinetbook Handbook for digitization procedures", freely downloadable from the Adrinetbook website (https://adrinetbook.adrioninterreg.eu/library/adrinetbook-handbook-for-digitisation-procedures-d-t2-1-1).

Partners then selected contents to digitize, according to their importance and relevance.
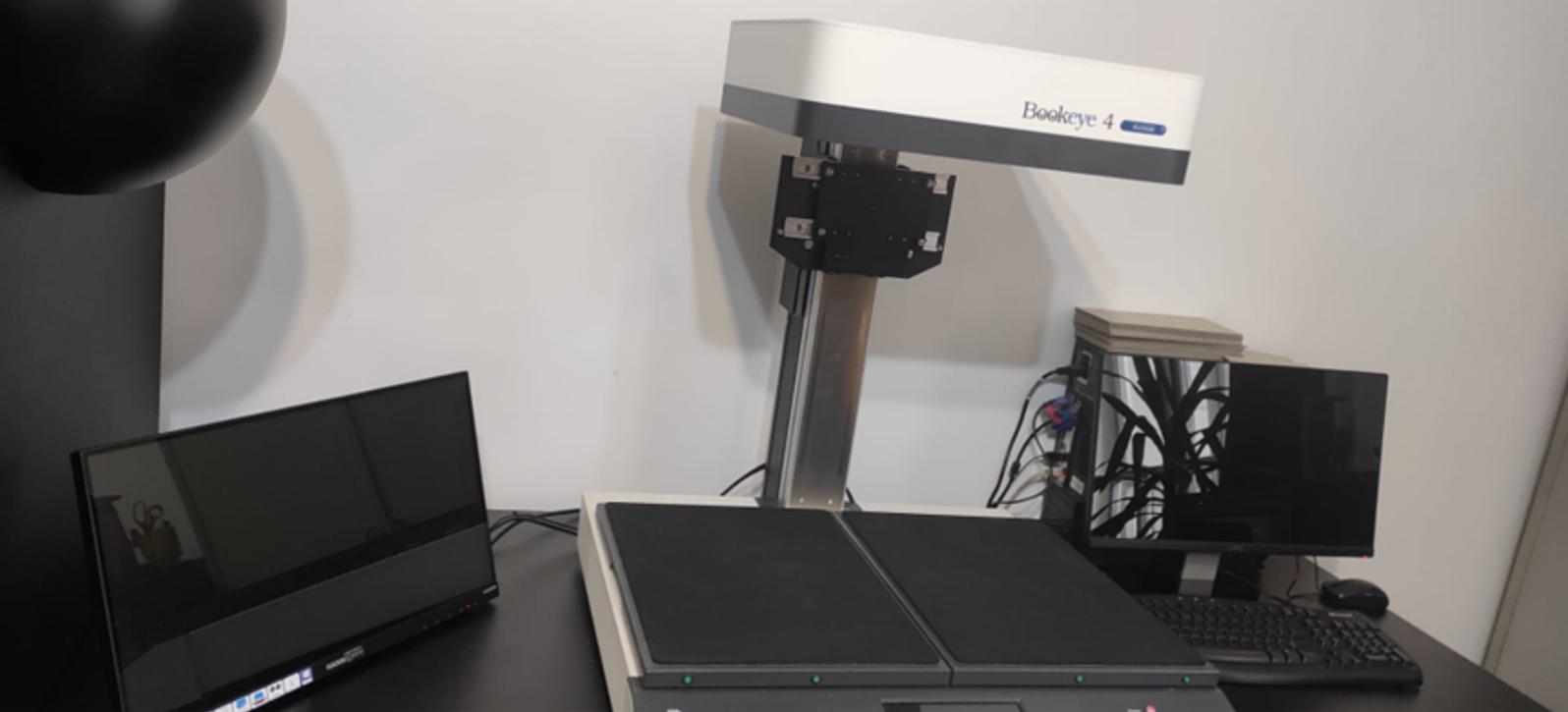
Digitization's project

According to each own partner's peculiarity, partners selected different contents: books, newspapers, artifacts and periodicals.

- The Municipality of Macerata digitized more than 500 books from Amico Ricci's collections and 3 of the most valuable and precious items, namely: "Biblia Sacra", dating back to 12th and 13th Century, an hand-written and miniated work; Mercator Atlas, 1613, a fundamental book for European cartography and Apianus Astronomicum, 1540, a richly decorated book describing the geocentric model of Ptolemy.

- The Research and Education Centre Mansion Rakičan digitized around 800 items, in particular, books, periodicals and newspapers. Among the most important digitized items, we can find the weekly local newspaper "Vestnik", the proceedings of general library Ljutomer "Zgodovinski listi" and the student Newsletter from Prekmurje "Bruc".

- The Museum of Contemporary Art of Zagreb digitized more than 4500 items, including books, artworks, photographs and documents. Among the digitized masterpieces we can find "Dimitrije Bašičević Mangelos: Jahrensbuch", a book of projects of the important curator and visual artist Dimitrije Bašičević Mangelos; Vjenceslav Richter's Synthurbanism, a, visionary project, foreseeing the realization of a single, poly-functional, urban structure providing for the lives of ten thousand people.

- The Zadar County Rural Development Agency digitized almost 900 newspapers owned by the Zadar Research Library. Among the most important digitized items, we have the newspaper "ll Dalmata: giornale politico, economico, letterario", published in Zadar from 1866 to 1916 mostly in Italian and partially in Croatian language. The newspapers belonged to the Autonomist Party in Zadar which was oriented towards Italian nationalism.

- The University Library Svetozar Markovic digitized approximately 1000 books. Digitized masterpieces include the administrative protocol of Karađorđ Petrović 1812-1813, the Library's oldest book, an extensive and important document about the First Serbian Uprising and the "Praviteljstvujušči sovjet serbski za vremena Kara-Đorđijeva," by Vuk Karadžić, where the author gives an impartial picture of the Serbian society at that time.

- The Municipality of Thassos digitized around 300 items, representing tangible and intangible cultural heritage. In particular, the digitized items consist of photographs, books, documents, magazines, maps and traditional costumes. These materials give a comprehensive representation of the folklore and culture of Thassos island. Among the masterpieces, we can find the "Chronicle of the liberation of Thassos", and a Map depicting the island of Thassos and the area of Kavala in the period of the Turkish occupation, Thassian Union of Kavala.

- The Municipality of Gjirokaster digitized 350 artifacts from the Ethnographic Museum. These artifacts included old objects, utensils, old traditional clothes, working tools and decorative items.

Once the digitization process is completed, digitized items are integrated within **Europeana**, a digital library created and financed by the European Union, containing digitized cultural heritage collections of more than 3.000 institutions across Europe.

The integration of the cultural proprieties digitized within Europeana contributes to promote them, increase their visibility and make them available to a wider public.
At the same time, the project contributes to the contents' implementation of Europeana, increasing knowledge and raising awareness about the potential of this platform that allows a digital access to European cultural heritage materials.

Touristic itineraries

Partners created a total of 11 touristic itineraries with different characteristics: you may find artistic itineraries, as well as historical or natural ones. The majority of them are walking tours, while others foresee the use of means of transport.

But all of them were inspired by digitized items.
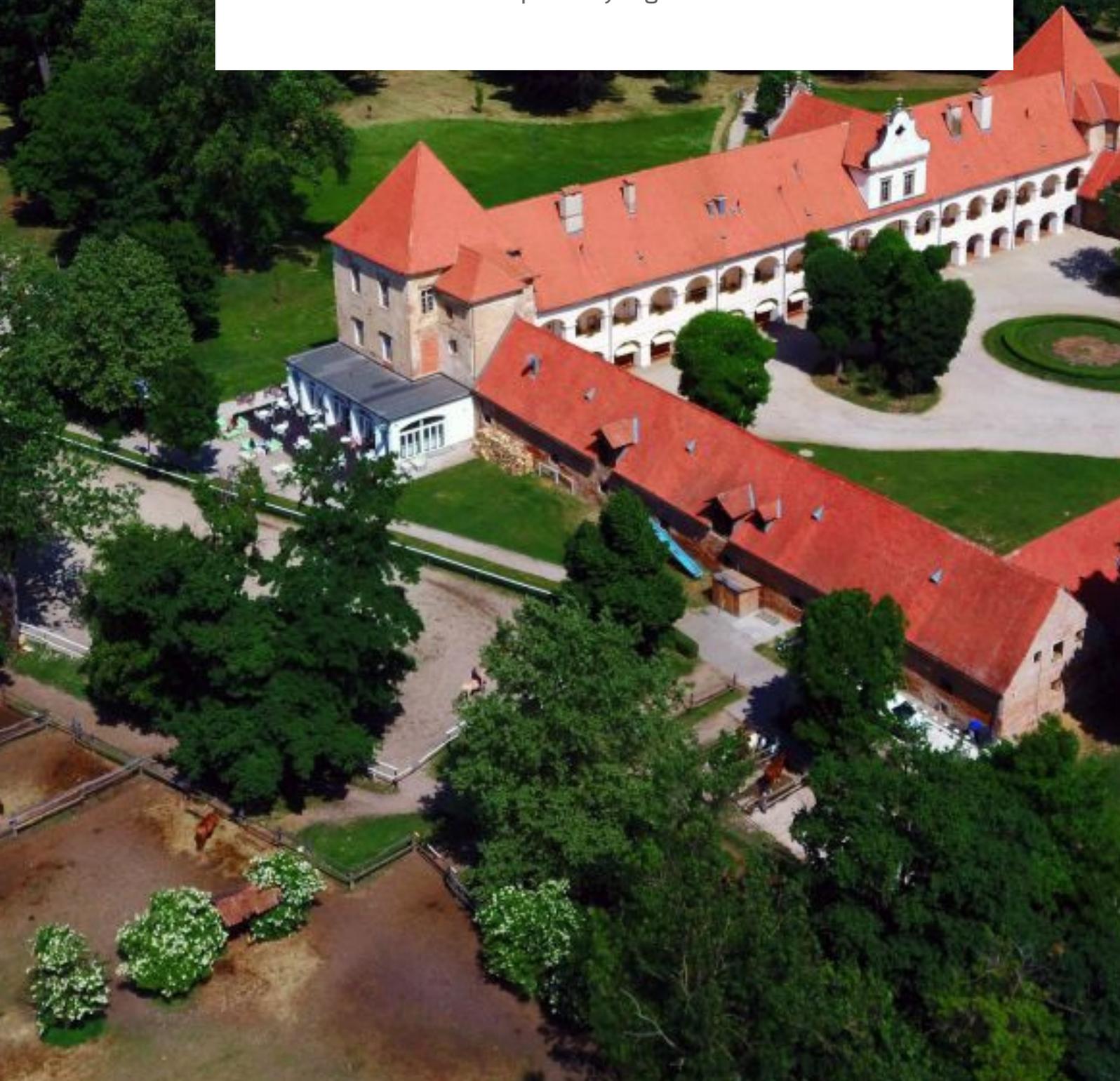
Elaboration of touristic itineraries

One of the goals of Adrinetbook is to valorize some specific Adriatic and Ionian Cultural Heritage properties, using them as sustainable tourism attractors.

The rich cultural history and background of the ADRION area and the related cultural heritage collections (in form of books, drawings, photos, audio-visual material, multimedia, records of gastronomic heritage, etc.) offer a big potential for cultural tourism.

To provide PPs with a point of reference for the creation of cultural itineraries, the partner AGRRA developed the "Cultural Heritage sustainable tourism handbook for Cultural Collections promotion in the tourism sector", freely downloadable from the Adrinetbook website: https://adrinetbook.adrioninterreg.eu/wp-content/uploads/2022/07/D._T.3.2.1_Cultural_Heritage_sustainable_tourism_handbook.pdf

With the Adrinetbook project, all partners involved in the digitization process (Macerata, Gjirokaster, MSU, AGRRA, ULSM, Thassos and RIS) elaborated their own cultural touristic itineraries, based on collections safeguarded by their cultural institutions (e.g. libraries, museums, etc.).

In the following pages, you will discover the main Adrinetbook itineraries developed by partners.

However, the digitized items still offer many hints for the creation of additional cultural itineraries. In this way, the project may represent a solid potential for the touristic development of the project's area, even after its conclusion.

Macerata and the Art of Heavens

The tour develops around the digitized item Astronomicum (an astronomical book from the 16th Century, hosted at the Mozzi Borgetti Library): while visiting Macerata's main points of interest, you will discover the history of heaven's interpretation from Middle Times until present days. It is both an astronomical itinerary and an experiential one.

GJIROKASTER

Discovering Gjirokastra, the city of culture and monuments

The tour focuses on Gijrokaster's traditions: you will discover the aspects of the daily life of the locals, their cuisine as well as the town's unique architecture while understanding the challenges of preserving and restoring authenticity.

Art Ex Machina

The tour describes the transformation of post-WWII Zagreb into a modernist city, a Yugoslavian cultural hub, the regional center of avant-garde art and one of the centers of early computer art. It is a time travel to Zagreb in the '60s and '70s.

Art in public spaces in Zagreb

Public sculptures and contemporary art interventions in the very center of Zagreb take you back to the formative period of contemporary art/conceptual, new artistic practices in the local context of the 60s, 70s and 80s, while outlining continuity with contemporary art practices today.
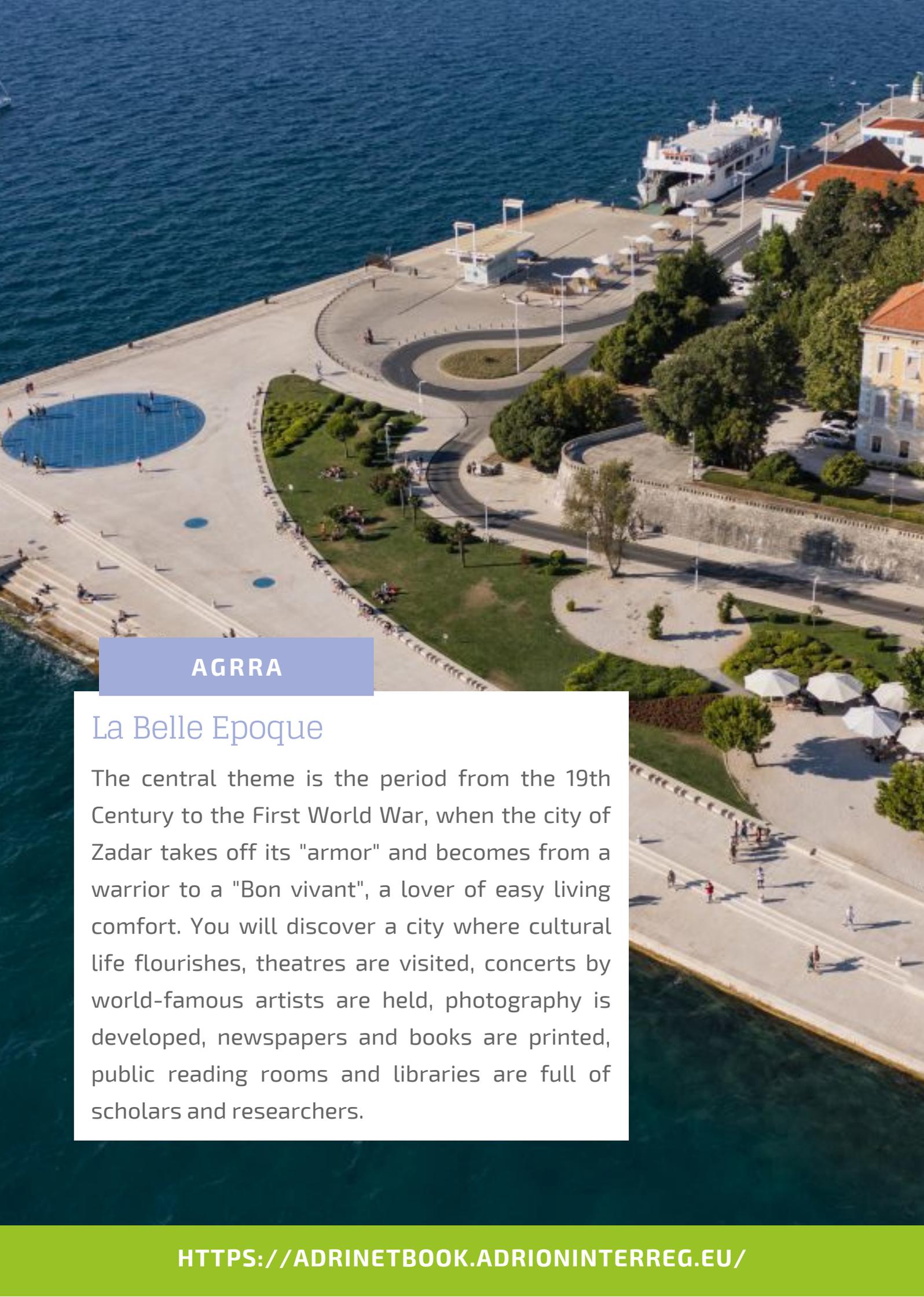
La Belle Epoque

The central theme is the period from the 19th Century to the First World War, when the city of Zadar takes off its "armor" and becomes from a warrior to a "Bon vivant", a lover of easy living comfort. You will discover a city where cultural life flourishes, theatres are visited, concerts by world-famous artists are held, photography is developed, newspapers and books are printed, public reading rooms and libraries are full of scholars and researchers.

ULSM

Belgrade by Luka Celovic

The tour revolves around the figure of Luka Ćelovic, one of the most successful entrepreneurs in Serbia, who donated all his assets to the University of Belgrade. His generous contribution made the University of Belgrade one of the richest institutions of higher education in Europe at that time (1928).

All about and around

Traveling through the villages of the island and getting to know the manners, customs, and folk traditions of the land of Thassos (a regional route with detours to the mountainous traditional settlements).

The City of Thassos

A walking tour in Limenas town, traveling from antiquity to modern times; starting from the ancient architecture 3000 years ago and traveling through the Roman empire, the Middle Ages and contemporary art.

Cultural richness and Natural Heritage of Prekmurje Region

The itinerary is based on the work of Mátyás Bél (1684-1794), a Lutheran pastor and polymath from the Kingdom of Hungary. He was the founder of Hungarian geographic science and a pioneer of descriptive ethnography and economy. In his work, he describes the northeast part of Slovenia, named Prekmurje, with its castles and mansions, especially Castle Grad, Castle Murska Sobota and Mansion Rakičan.

MOVIO

All the itineraries can be discovered in the MOVIO platform.

Movio - Mostre Virtuali Online - is an open-source and free tool, realized by ICCU within a project financed by Fondazione Telecom Italia. With this project the possible uses of this tool were further explored: born as a vehicle to display museum exhibitions, Movio can now host different kinds of content, such as tourist itineraries.

Visit the MOVIO platform:
https://adrinetbook.movio.it/en/1/home
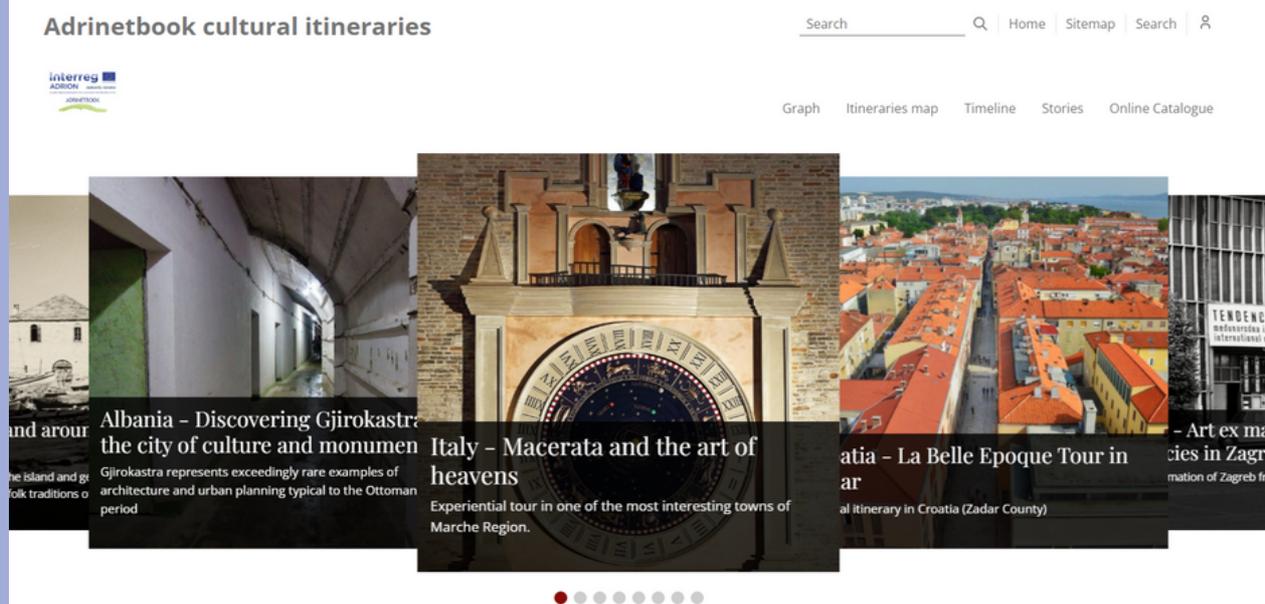
An APP version for Android was developed as well.

For further information:

- you can visit the project website:

  https://adrinetbook.adrioninterreg.eu/

- you can contact the Europe Office of the Municipality of Macerata:

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