

RECOLOR

Reviving and Enhancing artworks and Landscapes Of the Adriatic

Interreg V-A Italy - Croatia CBC Programme

Šibenik University of Applied Sciences | Jelena Žaja

International
FORTRESS TOURISM AND GUIDE CONGRESS
Šibenik | 30 March 2023

ABOUT THE PROJECT

INTERREG CBC PROGRAMME PRIORITY AXIS:
Environment and cultural heritage

PROGRAMME SPECIFIC OBJECTIVE:
Make natural and cultural heritage a leverage
for sustainable and more balanced territorial
development.

PROJECT GENERAL GOAL:
Enhance the tourist potential of urban and natural
landscapes in Croatia and Italy, characterized by
relevant heritage often not included yet in traditional
tourist circuits.

OUTPUTS:
Cultural and natural heritage promoted

START DATE - END DATE: 01/01/2019 - 30/06/2022

TOTAL BUDGET: 2.093.392,00 Euro



LANDSCAPES OF ART

- Project aimed at increasing the tourist attractiveness of Italian and Croatian urban and rural landscapes that have a significant cultural heritage but are outside of traditional tourist circuits.
- Each partner launched pilot action aimed at upgrading, expanding and enhancing existing tourist services, improving reception, communication, dissemination and marketing.
- All the pilot actions are based on the combination of LANDSCAPES (nature) and ART (culture).
- The concept of the “Landscapes of art” promotes three different typologies of combining art and landscape:
 - 1) Landscapes depicted in artworks
 - 2) Natural landscape with a permanent exhibition of works of art
 - 3) Digital landscape which reconstructs the landscape where the artworks were created



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Leonardo da Vinci, La Gioconda, Comparison of the mud Marecchia River valley and Colle di Bastio ©Rosetta Borchia e Diletta Nesca



1



Relevant or less known artworks creating specific itineraries to visit the still-existing landscapes there depicted



Labin, Park of Sculptures Dubrova, Cloud
Michael Prentice, 1977
photo: Gloria Sellan



Labin, Park of Sculptures Dubrova, The Dolac Amphitheater
Josip Diminic, 2003
photo: Mateo Gobo



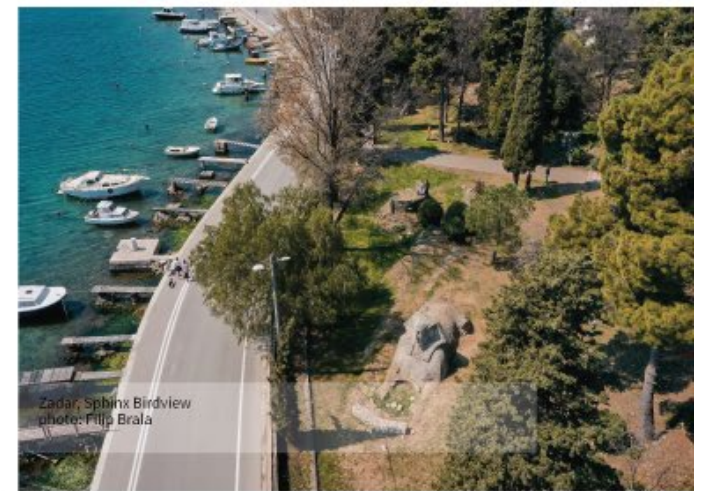
Labin, Park of Sculptures Dubrova, Two of them
Ratko Petric, 1994
photo: Gloria Sellan

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Zadar, Sphinx Birdview
photo: Filip Brala



Zadar, Sphinx Hidden
photo: Valerio Coppola



Zadar, Sphinx Encounter
photo: Filip Brala

2

Natural landscape with
a permanent exhibition
of works of art





Piero della Francesca, The Triumphs of the Diptych of the Dukes. Comparison of the hills of San Lorenzo and Farneta and San Pietro with the landscapes on the painting ©Nesce Borchia, 2017



Piero della Francesca, The Diptych of the Dukes. Comparison of the landscape behind the profile of the Duke with the Monte Franzoso ©Nesce Borchia, 2017



Leonardo da Vinci, La Gioconda. Comparison of the mid Marecchia River valley and Colle di Bascio ©Rosetta Borchia e Divina Nesce



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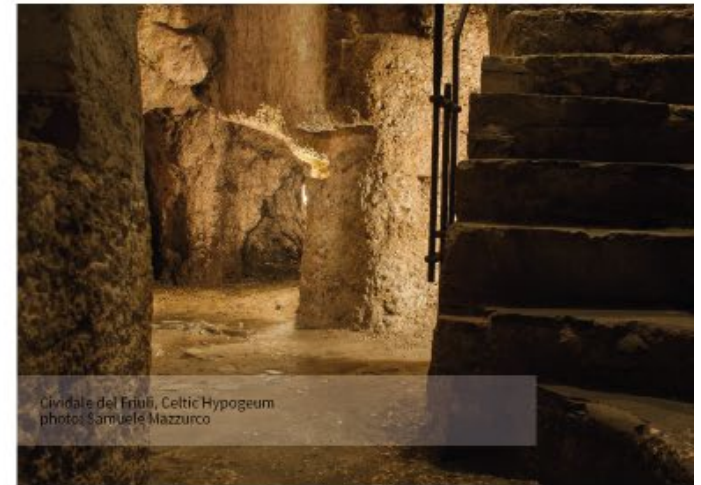
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Cividale del Friuli, Tempietto Longobardo (Longobard Temple) photo: Elio and Stefano Cici



Cividale del Friuli, Celtic Hypogeum photos: Samuele Mazzurco



Cividale del Friuli, Paolo Diacono Square photo: Giuseppe Barello

3

A digital landscape
which reconstructs the
landscape where the
artworks were originally
created

PILOT ACTION IN ŠIBENIK

- Location: Church of St. John the Baptist, John Paul II square (Mala loža aka Piccola Loggia).
- One part of pilot action was focused on promoting the artwork – art colonies.
- Other part of pilot action is not directly related to artwork, but it's focused to bring to life the square through time transformation of space - combing several different activities/offerrings in the same space.



Artwork promoted: Stone relief by Ivan Pribislavić

PILOT ACTIVITIES



Green market



Art colonies



Evening events

GREEN MARKET

- Market operated:
 - June – August,
 - Mon-Sun 07-12
- 4 selling stands
- 6 family farms from islands and Šibenik hinterland



ART COLONIES

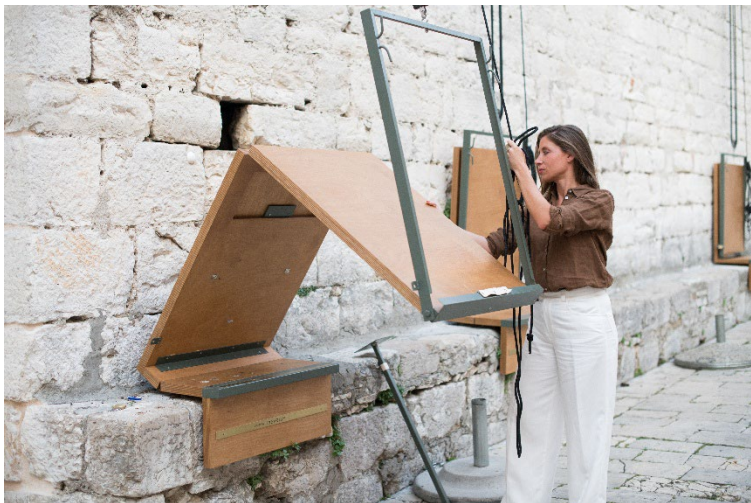
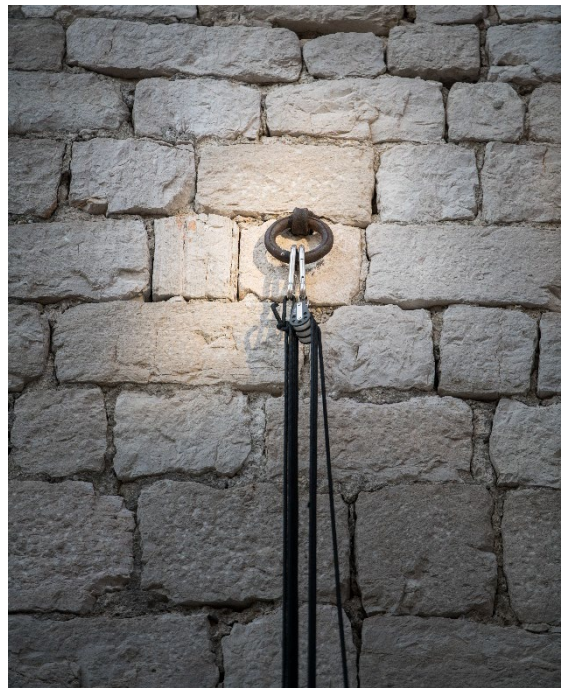


- July and August (2x3 days)
- Organized by Lana Martinović Čala
- Participants: academic and amateur painters
- Locations: Mala loža, Fortresses, National Park Krka
- Final artworks exhibition on Mala loža square

EVENTS



Mobili



STAKEHOLDERS INVOLVED

- Project activities aimed to create social, economic and cultural partnerships between different sectors and stakeholders.
 - City of Šibenik - Department of Development and Entrepreneurship,
 - **Public Cultural Institution Fortress of Culture Šibenik**
(art colonies, study visit, training session, example of best practice)
 - Tourist board,
 - Šibenik City Museum
 - Ministry of Culture and Media - Department for the Protection of Cultural Heritage
 - Šibenik-Knin County
 - Tourist agencies and association of tourist guides,
 - Development agency of the Šibenik-Knin county,
 - Diocese of Šibenik,
 - National Park Krka,...

Thank you!

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