



Rijeka, 22nd May 2013

LATEST NEWS FROM THE NATURAL HISTORY MUSEUM RIJEKA

1. PROJECTS FUNDED BY EUROPEAN UNION AT NATURAL HISTORY MUSEUM RIJEKA



„The Adriatic's museums enrich cultural tourism“ (**MUSEUMCULTOUR**) is a project approved for financing within the **Adriatic IPA Cross Border Cooperation 2007-2013 Programme of the European Union** (Priority 2 – Natural and Cultural Resources and Risk Prevention, Measure 2.4 – Sustainable Tourism). The project activities are being carried out by 7 partners (Province of Ascoli – Piceno, DELTA 2000 Consortium Company with limited liability, Knowledge centre Postojna, Postojnska jama Joint Stock Company, Natural History Museum Rijeka, The Natural History Museum of Montenegro and National Centre of Museums in Berat) from 5 states around Adriatic Sea (Italy, Slovenia, Croatia, Montenegro and Albania). The planned duration of the Project is from October 2012 till April 2015, with the total budget of **2.297.024,00 €**.

The purpose of the project is to establish suitable conditions for the inclusion of cultural heritage and museum institutions into integral tourist products to be offered on the tourist market. By arranging the display of museum materials in a manner following the modern trends of exhibiting cultural heritage (creation of themed collections/exhibitions, innovative designs and equipment enabling interactivity), developing innovative services and events and carrying out marketing communications' campaigns and networking, the museums will become more attractive to the tourist sector and to local inhabitants. The results of the activities described will be reached by elaboration of the joint cultural -tourism marketing strategy, mutual exchange of experience and know how in order to improve and develop innovative services in cultural tourism and finally through joint accession for improvement of the sustainable cultural tourism. In parallel, through networking of partners and their stakeholder in partners' areas the conditions for forming (new) market-oriented tourist packages emphasizing cultural heritage will be established. The implementation of the project would accelerate the strengthening of sustainable tourism in the subject region of the Adriatic.

Natural History Museum Rijeka will redecorate a part of the permanent display dealing with the biodiversity of the Adriatic, called „The Deep – Marine life diversity in Kvarner area“ and set up a travelling exhibition „Diversity matters“, both with the use of modern museographic techniques and new, interesting multimedia solutions. The Museum's expert staff will become educated in the area of heritage interpretation and promotion, and elaborate new educational programmes and services to be offered to the visitors. Powerful promotion activities on local, regional and international level will accompany all the results of the project. With all this activities, the Natural History Museum Rijeka hopes to enlarge the number of visitors and especially the proportion of local and foreign tourist among them, to enlarge the number of (satisfied) users of educational programmes and, overall, to strengthen it's position on the cultural tourism market. Within the project, **213.300,00 EUR is approved to the Natural History Museum Rijeka.**

Between 2008 and 2010, a project „Biogeografcl relationships among Europe and Middle East mountains: Evolution, phylogeny and phlogeography of the genus Wulfenia“ (EuroEast) financed within 7th Framework Programme of the EU was implemented at the Natural History Museum Rijeka...

2. NEW FROM THE EDUCATIONAL PROGRAMME

...

3. NATURAL HISTORY MUSEUM RIJEKA – AN INSTITUTION OF CULTURE AND SCIENCE

...

Contact:

Željka Modrić Surina, PhD

Director

+385 51/553669, 553670

zeljka@prirodoslovni.com

