

## PARTNERS

The partners represent many Adriatic Areas: Italy, Slovenia, Croatia, Montenegro and Albania. This is why the project allows important exchanges of know-how, experiences and expertise among partners and territorial stakeholders. The elaboration of the joint studies and their implementation ensures an approach to the promotion of the Adriatic as a whole. Cultural tourism is certainly able to initiate the development of every Adriatic countries and the sustainable exploration of their heritages.



# MUSEUM CULTOUR

Enrich cultural tourism

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## PARTNERSHIP

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	Let's grow up together <b>Adriatic IPA</b> Cross Border Cooperation 2007-2013
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## THE PROJECT

Museumcultour is a project funded under the IPA Adriatic Cross-Border Cooperation Programme. Its aim is the strengthening of cultural tourism through market-oriented programs and initiatives.

This is why the involved museums are enriched by modern, interactive and innovative exhibitions and collections.

Thanks to the integration of the Adriatic heritage, a new touristic proposal will be created. The product will be promoted through joint strategies of marketing and communication, leading to the strengthening of an Adriatic museum network.

This network will allow the knowledge and experience exchange favoring the innovation and improvement of the involved museums.

The activities will lead Museumcultour to create an integrated development of the Adriatic area through the sustainable tourism.

The project total budget is 2.297.024,00 €.

The duration is 32 months.



## THE FORESEEN ACTIVITIES

The first project objective is to improve the museum attractiveness through new permanent or temporary exhibitions and through the renewal of the present collections .

In Notranjska museum Postojna, a karstological permanent exhibition will be set up.

In the Postojna Cave Park, the collection will be designed in three parts: Karst and Postojna Cave, Life in Postojna Cave, Man and Caves (Discovering and Tourism Development of Postojna Cave).

At Natural History Museum Rijeka, the mobile exhibition "Diversity Matters" will be set up and part of permanent exhibition "The Deep - Marine Life Diversity in Kvarner Area" will be redecorated.

The Natural History museum of Montenegro will develop a permanent exhibit, "Nature connects us",



in Podgorica. It will aim to emphasize the natural and cultural value of particular ecosystems.

The Sea Museum of San Benedetto del Tronto (Ascoli Piceno) and the National museum of Berat, will restore some of their most interesting exhibition parts.

DELTA 2000 involves in the project several museums in province of Ferrara and Ravenna: Wood and Deer Museum of Mesola, Museum of the Territory - Ostellato; Ecomuseum of Argenta, Pickling Factory of Comacchio, NatuRa Museum of Sant'Alberto - Ravenna; This partner will realize an "Adriatic photo contest" focused on the environmental, natural and cultural features of Adriatic areas. The collected photos will give life to traveling exhibition to stage in several partner museums.

Many joint activities oriented to the museums operators are foreseen: marketing studies on the present and potential visitors; trainings for museum staff; joint marketing and communication strategies; new touristic proposals to enjoy the Adriatic cultural heritages.

