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# AdriaMuse

Inside-out: museums and  
exhibitions beyond the walls



The project is co-funded by  
the European Union, Instrument  
for Pre-Accession Assistance



This project activity  
is implemented by  
Istria County





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# AdriaMuse

## Inside-out: museums and exhibitions beyond the walls

Project AdriaMuse is a cross-border project of the Cross-Border Cooperation Programme IPA Adriatic 2007-2013, co-financed by the EU. The project includes 11 partners from 5 countries on either side of the Adriatic Sea: Province of Rimini, lead partner, Institute for Artistic, Cultural and Natural Heritage (IBC) of the Emilia-Romagna Region, Veneto Region, IUAV University of Venice, Province of Pesaro and Urbino, Province of Campobasso, Skupa (Italy), National Museum of Montenegro (Montenegro), Municipality of Shkodra (Albania), Business Service Centre of Government of Zenica-Doboj Canton (Bosnia and Herzegovina) and Istria County (Croatia).

Strengthening the relationships among the partner organizations and supporting the sustainable development of the Adriatic area are some of the objectives of the AdriaMuse project. These objectives will be achieved through the harmonization of partner activities in the field of cultural tourism, with the emphasis on increasing awareness about museums in the region. Therefore, the plan is to increase museum accessibility by being part of the [Euromuse.net](http://Euromuse.net), international showcase which brings together information on the most important museums and exhibitions in Europe and organizes a series of events that can connect Adriatic museums and reach a wider range of visitors. This is also the motive for transforming museums into vibrant cultural centers, as well as one of the most important objectives of the AdriaMuse project.

The main goal is to move museum activities beyond their walls and attract visitors who are not regular museum goers by organizing such events. Within the project, the existing information network will be strengthened and integrated by developing a set of innovative information and communication tools and services. This will create an elaborated work plan and common infrastructure for sharing knowledge, experiences and ideas among the partner regions. In addition, a cross-border cultural exchange and events to raise awareness of the local population on cultural and development potentials in the Adriatic area will be encouraged.

Finally, the objective of AdriaMuse is to contribute to the extension of the tourist season on the Adriatic Coast through a new harmonization of culture and tourism, strengthened by museum stories which move beyond museum walls.

Diversity, cultural wealth, knowledge and experience, as the heritage of partner regions of the AdriaMuse project, are an excellent platform for creating an added value in the cultural-tourist offer of the Adriatic region. A unique blue thread will be woven into enriching museum life beyond museum walls and exchange of museum programs of project partners. In terms of collaboration and exchange, AdriaMuse offers valuable experience of Rimini in joining cultural-tourist events, as well as experience of museums of the Zenica-Doboj Canton whose programs have stepped out of the framework of cultural elitism and become a trademark and brand of the local social life. There is also the knowledge and diversity of more than 500 Emilia-Romagna museums, i.e. analysis of good practice and experience of their unique Institute for Artistic, Cultural and Natural Heritage (IBC). The rich tourist experience of Veneto with pilot actions and knowledge of the Venetian university IUAV, as well as promotional activities of Istria County will contribute to a stronger connection between tourism and culture, and better flow of information. In order to encourage new museum programs for visitors who want something more, the Province of Pesaro and Urbino will also help with its experience in promoting tourist-traditional events offering new possibilities of perceiving the territory. In accordance with this is a stronger dialogue between institutions in culture, with the Province of Campobasso and Skupa contributing to intercultural collaboration.

The National Museum of Montenegro provides AdriaMuse with its rich experience in organizing exhibitions and cultural events, whereas the Municipality of Shkodra has the knowledge acquired in active international cultural cooperation.

On the joint AdriaMuse project voyage all the partners strive for a new concept of cultural tourism with museum heritage as the focal point.



# Rimini



# Magnificent Cultural-Artistic Heritage and Spectacular Events



The Province of Rimini is one of the provinces of Emilia-Romagna, a region in the north-east of Italy. Rimini is an ideal base for those wishing to visit other famous cities of Emilia-Romagna, such as Bologna, Parma and Ferrara.

Covering an area of 864 km<sup>2</sup>, the Province of Rimini, with its 27 communes and 329,264 inhabitants, is an area of rich historical and cultural heritage.

A thousand years B.C., in Verucchio, the Etruscans created the center of the Villanovan civilization. In the Villanovan Museum of Verucchio is the exceptionally well-preserved wooden throne with carvings depicting scenes from town life in the 8<sup>th</sup> century B.C.

On the coast, where Via Flaminia ended and Via Emilia began, the Romans founded Ariminum in 268 B.C. Since then, Rimini has always been a crossroads, a place where people meet.

The city's Roman past can still be seen in the imposing and fascinating remains of the Arch of Augustus, Tiberius' Bridge. The imperial age is best represented by the Domus of the Surgeon in the city center, with the richest collection of surgical instruments ever found.

The Malatesta Temple in Rimini, one of the masterpieces of Renaissance art, was built by Leon Battista Alberti and adorned with a magnificent Crucifix by Giotto, and a fresco by Piero della Francesca.



Since 1843, the year when the first bathing establishment opened, the Riviera of Rimini has been one of the most popular holiday destinations in Europe. The secret of such long-lasting success in tourism of that area is the sociability and warm welcome offered by its inhabitants, as well as tradition of hospitality that has always succeeded in meeting new challenges. This area manages to maintain a perfect balance between the sea and the hills, between culture and entertainment, offering a magnificent cultural-artistic heritage alongside spectacular events.

### **Museums in a unique architectural and landscape context**

The Museum System of the Province of Rimini includes 33 museums, with a variety of subjects (archaeology, art, ethnography, spirituality, contemporary history). These museums also vary in size and organizational structure; among them are 23 public and 10 private ones. These museums, which spread throughout the country, from the coast to Valconca and Valmarecchia, have over 300,000 visitors each year.






In addition to the Archaeological Museum of Verucchio, the Museum of the City of Rimini and the Surgeon's House, the finest museums of international importance, this system aggregates also medium and small museums in a unique architectural and landscape context. The Museum System of the Province of Rimini coordinates the promotional activities of participating museums through publishing, organization of promotional activities and support for educational activities. (For more information visit: <http://www.cultura.provincia.rimini.it/>).

### **The Province of Rimini – coordinator of the AdriaMuse project**

The Province of Rimini coordinates the AdriaMuse project, and in particular is responsible for marketing museum collections and exhibitions. Its task is also managing the organization of joining cultural-tourism events to take museum collections beyond museum walls, reach out into the community and become closer to tourists eager for new experiences, but also more accessible to the local population.



IBC – INSTITUTE FOR ARTISTIC,  
CULTURAL AND NATURAL HERITAGE  
OF THE EMILIA-ROMAGNA REGION

# Unique Institute in Italy

The Institute for Artistic, Cultural and Natural Heritage (IBC) of the Emilia-Romagna Region was founded in 1974 as an instrument in regional planning and an advisory body to local authorities in the field of cultural heritage. Its work is centered on promotion and activities connected with research, valorization and restoration of historical and artistic heritage, and protection, valorization and conservation of historic cores, as well as all functions related to cultural, artistic and natural resources. In the field of planning, IBC is engaged in advising both the Regional Government and local authorities, and also provides administrative assistance to local authority museums and libraries.

The research activities and valorization of cultural heritage carried out by the Institute over the years, as well as the important role played with respect to the Regional Government and local authorities have made it a unique organization in Italy.

IBC





## Museum pictures of history and specific qualities of the area

There are over 500 museums in Emilia-Romagna. Among them are museums with large historical collections, as well as more recent ones. They include archaeological, historic cores, art galleries, historical houses, naturalistic and scientific collections, municipal and ecclesiastic museums, ethnographic and anthropological displays. Such a variety and richness regarding origin and typology reflect the past and present history of Emilia-Romagna and point out to its many specific qualities.

Areas, i.e. provinces included in the project AdriaMuse: Ferrara, Forlì-Cesena, Ravenna and Rimini have about 200 museums. The activities of the Institute with regard to museums are carried out by the department “Museums and Cultural Heritage”, which deals with the various aspects of researching, cataloguing and documenting collections (also with ICT), planning, conserving, setting standards, training museum professionals, organizing services and initiatives to the benefit of citizens, such as promotions, exhibitions, publishing and educational activities.



## Museums with a quality label

In order to ensure greater quality and efficiency of cultural institution services, a number of objectives have been determined for libraries, historical archives and museums, and specific standards elaborated concerning the professional quality of services and staff. The established aims refer to the improvement of cultural institutions, consolidation of services, professional qualification of staff, valorization of local cultural heritage, as well as raising awareness of heritage and possibilities that citizens have at their disposal.

IBC also provides financial assistance for cultural institutions, in the process of adjusting to such qualitative objectives, by initiating activities and strategies to overcome such weak points and in synergy with other institutions. In 2009 IBC initiated the process of recognition of regional museums based on standards and objectives in quality improvement, and continued such a trend in 2010 and 2011 so as to encourage museum institutions to follow criteria of successful museum management and operative efficiency, and to focus on providing quality services to the public. Since 2010 until today, as many as 137 museums have gained the status of museums recognized for their quality, showing very good characteristics: from the employment of technical and qualified staff to the use of proper methodology of heritage preservation, clear vision of one's own vocation, as well as creating a suitable financial framework, and are able to provide high quality services and satisfy the demanding public. Museums that bear the quality label are identified with a special logo and are jointly presented.


## AdriaMuse encourages integration of tourist and cultural events

In the AdriaMuse project IBC coordinates WP4 (*Harmonising the strategy, developing common methodology and tools*) with the aim of encouraging integration of tourist events not related to culture, and activities organized by museums and cultural institutions. It is a double objective; on the one hand defining new strategies to attract tourists that otherwise are not cultural event goers, but visit sports and music events, various other events such as local fairs, and on the other hand making museums attractive for those tourists who are regular museum goers.

The activity of IBC starts with the good practice analysis of museums beyond their walls in order to define a set of standards and recommendations for cultural and tourist workers that will be presented through workshops, seminars, publications and websites. Among other things, IBC collaborates with project partners in the realization of all activities foreseen by AdriaMuse, using their own competencies and experience in planning cultural events. (For more information visit: [http://www.ibr.regione.emilia-romagna.it/wcm/ibr/pagine/01chi\\_inglese.htm](http://www.ibr.regione.emilia-romagna.it/wcm/ibr/pagine/01chi_inglese.htm)).

# Veneto





# “Small Geographical Universe” Open to the World

The Region of Veneto, situated in the northeastern part of Italy, is a region of extraordinary variety. From the mountain peaks in the Belluno area to the Po Delta and its suggestive landscape, revealing the beauty of its art cities, Veneto is a region of great contrasts.

“Half of the region is adorned with the magnificence of nature, and the other half with art/paintings”, recorded Guido Piovene in his 1957 book “Viaggio in Italia” about this region, and added: “... in the heart of its people there is a fantastic belief that their region is a distillation of the entire world, which is truly a praiseworthy feeling, their dream; similar feelings have not been recorded in other regions... The “Veneto feeling” is a powerful reality of imagination”.

Veneto is Italy’s leading region in terms of tourism with over 61 million visitors, 60% of whom are foreign tourists. The sights that the region of Veneto has to offer, between the Alps and the Po River, Lake Garda and the Adriatic, are absolutely impressive. The striking beauty of Venice, the most charming city in the world, cities of art and history, such as Verona,



Vicenza, Padua and Treviso, smaller art cities, over one hundred Veneto villas and historic parks, museums housing magnificent works of art, sites on UNESCO's World Heritage List, coastal area with a hundred-kilometer-long beach, mountains with Dolomite peaks, Lake Garda with the nearby Monte Baldo called the "Garden of Europe", the most important thermal complex in Italy, parks with a variety of ecosystems, graceful Po Delta, religious and secular architecture, intangible heritage...

One shouldn't forget the eno-gastronomy offer, rich and varied just like the country of origin. These are all reasons to visit, and reasons why visitors love this territory – "small geographic universe" open to the world.

(Source "Veneto tra la terra e il cielo" Guide d'Italia Touring Club Italiano)





## Guardians of history reflect the Italian reality

The Region of Veneto offers its visitors a large variety of museums of great cultural importance: of altogether 340 museums, there are 64 archaeological museums, 55 art museums, 50 ethnographic museums and 45 museums of natural science. Reflecting the Italian reality, it should be mentioned that the majority are state museums, and by their constitution many of them are civic museums. This reveals the close relationship between these institutions, specific guardians of history, and the roots of local communities where they are located, since the museums display collections representative of the local area. There are a large number of archaeological collections, a fact that also reflects the economic, social and cultural history of that region, that can boast of prehistoric traces 32 thousand years old (Fumane Cave near Verona).

Underwater archaeology, relating to rivers, lakes and other bodies of water occupies a prominent place in the archaeology of this region. Over the past few years, special attention has been given to demographic-ethnological-anthropological heritage that includes ethnographic, anthropological, regional and specialized museums. In addition to preservation, many museum exhibits are dedicated to accomplishing didactic goals, and there is an even greater intention of involving citizens in such an initiative.

(For more information visit:

<http://www.regione.veneto.it/Servizi+alla+Persona/Cultura/Beni+culturali/>

*Museando per il Veneto)*





IUAV

Unique  
Experiment in  
Project-Based  
Learning



IUAV is a small university with an enrolment of approximately 6200 students. The number of students is limited to guarantee the quality of education offered. The academic staff includes 545 professors, 192 of whom are tenured or tenure-tracked and 5 non-tenured extraordinary professors. They are all highly acclaimed professors of different kinds of expertise, from over thirty countries of the world.

What makes IUAV special is the emphasis it places on project-based learning. It is the only university in Italy entirely devoted to teaching the planning and design of everything related to

the space and environment in which we live: buildings, cities and landscapes; objects of daily use and graphics; cultural, theatrical and multimedia events.

In recent years IUAV has implemented a unique experiment in “project-based learning”, the first of its kind in Italy. Theory and technique are integrated with hands-on training that spans the entire planning and design process, from the conception of an idea all the way through to its realization.

Studying at IUAV means living in an environment that is open to what is happening throughout the world. It means coming face-to-face with authorities in the fields of architecture, regional planning, arts and design. Le Corbusier, Louis Kahn, Frank Lloyd Wright, Carlo Scarpa, Carlo Aymonino, Manfredo Tafuri, Vittorio Gregotti, Gino Valle, Aldo Rossi, Giovanni Astengo, Giancarlo De Carlo, Tadao Ando, and Richard Serra have all been part of our school’s history..., notes IUAV.

### **Communication link between AdriaMuse web portal and Euromuse.net**

The goal of IUAV in the AdriaMuse project is to create a communication link between AdriaMuse web portal and Euromuse.net. IUAV will implement widget and tools to collect information on museums and events, to be used in the semantic web. Moreover, IUAV will participate in the pilot action devoted to a maritime museum in the Veneto Region.







Landscape  
that Reflects  
the Historical  
Stratification

PROVINCE OF PESARO AND URBINO

**saro & Urbino**



The area of Pesaro and Urbino forms the northernmost province of the Italian Region of Marche. The province dates from 1861 when Italy was united, and for 150 years already it covers 60 communes with about 366,000 inhabitants. It is situated between the Adriatic Sea and the Apennines, and the Italian regions Emilia-Romagna, Toscana and Umbria. All this underlines its major strategic importance, as well as ideal combination of features of central Italy. It has a very favorable morphology of territory – Apennine hinterland (the highest peak Mt. Catria 1,701 m) that descends towards the Adriatic, with mountains interspersed with river valleys and the 40-kilometer-long coastline from the town Gabicce Mare to Marotta. The landscape reflects the historical stratification, starting from the Roman period, which is witnessed by monuments, ruins, museum collections and archaeological sites. Specific features of the medieval period are numerous fortresses, abbeys and churches. The highlight of the Italian Renaissance is the city of Urbino (UNESCO World Heritage Site), native town of Raffaello Sanzi, who painted landscapes of Urbino. This very landscape and natural setting are the starting point for creating the tourist offer and lifestyle: culture, nature, sea, well-equipped beaches and tourist ports, events, variety of eno-gastronomic offer – all this is the identity of the province and the fruits of exchange and contacts with other cultures throughout history.



## **Local museums as culture workshops**

The great wealth which the museums of Pesaro and Urbino keep tells the story of this area, its art and civilization. Here, museums are not only the place of deposit for priceless objects intended for a small number of people, but culture workshops at the disposal of the entire community. Based on the study of users' habits, a diverse museum offer has been created. So, for example, children have a program adapted to their needs thanks to the offer of museum pedagogy, which is closely related to school tourism. Furthermore, technology enables visitors to start their tour with personalized itineraries on audio-video guides that can be downloaded from the regional website or obtained at the info-points.



The museum network includes 13 archaeological museums, 20 art museums, 15 contemporary art collections, 26 demographic-ethnologic-anthropological museums and 13 science museums. Among the archaeological museums especially interesting are the museum in Fossombrone, Roman Forum Sempronii along the Via Flaminia and archaeological museum in the town Fano Fanum Fortunae that keeps objects from the Paleolithic to the Roman period (4<sup>th</sup> – 5<sup>th</sup> century BC).

The Oliveriano Archaeological Museum in Pesaro is known for its collection of bronzes, lucerna, coins and statues, as well as the Stele di Novilara, a very important find from the Iron Age presenting a large oar-powered vessel.

The Maritime Museum “W. Patrignani” in Pesaro is housed in Villa Molaroni (1924) and tells the story about life in the port of Pesaro and people for whom the sea is a source of life, whereas the rich library collection reconstructs maritime history.

Among the ethnographic collections is the Rope and Brick Museum (Museo della Corda e del Mattone) in Orciano, two products the local economy rested upon, whereas the museum display speaks of the importance of such traditional crafts. In Sant’Ippolito is the Regional Sculpture Museum (Museo del Territorio Arte degli Scalpellini) with a collection of stonemasonry work, true works of art also visible on the house facades.

In Lamoli di Borgo Pace is the Museum of Natural Colors (Museo dei colori naturali), a specific itinerary through archive documents, herbarium of the most important color essences, development and research laboratory connected with the extraction of plant dyes, among which is guado, used for the extraction of indigo, a valuable and sought-after pigment.

### **AdriaMuse reconstructs the memory whose traces have been lost**

AdriaMuse offers a possibility of starting a coastal eco-museum of the Pesaro surroundings, the type of museum widespread in that area. It aims to emphasize the specific qualities of those towns, their cultural, ambience and sociological-economic aspects. The intention is to connect it all with the tourist offer directed towards the valorization of material and intangible heritage, within and beyond museum walls. Naturally, the eco-museum is related to the specific qualities, the very substance of the community, including all interest groups from the cultural and tourist milieu.



Within the AdriaMuse project, in the Province of Pesaro and Urbino, there will be a great number of possibilities to visit events that are not strictly related to culture, but are closer to tourism and tradition. There are several major programs within the AdriaMuse project that will promote culture, history, sea and maritime tradition offering new possibilities of perceiving the territory and reconstructing the memory whose traces have been lost. Especially interesting are the Mussel Feast, Feast of Stella Maris, Festa di Sant'Ermete, Festa del Porto, sailing regatta Pesaro – Rovinj – Pesaro, “Fish on Friday. One fish a month” and Brodetto Festival.



The Mussel Feast in the town Gabicce Mare brings back old traditions and promotes local potential; today this is revived by a new mussel farm in the coastal area.

The tradition of blessing the sea is connected with the Feast of Stella Maris. It is a procession of boats covered with colorful fabric aimed at reviving traditional ceremonies and symbols, as well as promoting vessels and activities related to the sea.

Festa di Sant'Ermete is a festival connected with grapevine and wine. It is a Christian feast day connected to the oldest tradition of ritual events associated with Jupiter. The intention of such a ritual was to chase away late summer hailstorms, especially dangerous for grapes, and ensure successful navigation and maritime trade.

The traditional and famed Festa del Porto in Pesaro is a specific port festival that was established to promote and strengthen the ties with the city and culture of the sea.

The sailing regatta Pesaro – Rovinj – Pesaro celebrates its 28<sup>th</sup> edition, and is a continuation of the traditional event Route of *trabaculi*, traditional two-masted coasters (Rotta dei trabaccoli).

“Fish on Friday. One fish a month”, an initiative of the Maritime Museum in Pesaro, aims to present seasonal fish by organizing lectures and tasting.

The Brodetto Festival in Fano, its 10<sup>th</sup> edition, strives to promote local, culinary tradition by presenting a wide variety of specialties and new possibilities in gastronomy.



# Untouched Nature and Small Picturesque Medieval Villages



**Campobasso**

The Province of Campobasso, located in central Italy, comprises 84 communes. The greater part of its territory is mountainous and its landscape is characterized by a wide variety of vegetation. There is a considerable tourist interest for this area; Campobasso offers its visitors untouched nature and small picturesque villages that have preserved the original medieval features of their centers, which are also interesting from an artistic, archaeological and historical point of view.

Traces of ancient cultures are visible to a larger extent in the town of Larino with the remains of amphitheater and polychrome mosaics, whereas in the ager near Sepino are the remains of the Roman town Saepinum in the vicinity of Altilia. The hills gently descend towards the sea, which in the historical tale of the province has never been a boundary, but a connecting element for dialogue with other cross border communities.

This province is the home of ethnic Croatian and Albanian communities, guaranteeing them specific cultural rights.

### **From Sanniti civilization to contemporary art**

The history of the Province of Campobasso and its geographical location have enabled many museums of different typology to open, with archaeological and ethnographic-anthropological ones becoming dominant. The presence of Sanniti, Italic civilization from the pre-Roman period, is vividly represented in the two major museum establishments: Altilia Museum situated within the Altilia archeological site, and the Provincial Museum of Sanniti. Especially the latter one, in addition to the Sanniti civilization, represented by bronze and stone votive statues, covers a long chronological period – from prehistory,

Roman period until the Late Middle Ages. This is also the most significant museum structure of the province and will be valorized within the *AdriaMuse* project. Another museum that will be included in this project is the Civic Museum of Baranello. It was established at the end of the 19<sup>th</sup> century owing to its rich and diverse collection of various objects based on the *Wunderkammern* model of the Renaissance type.

There are ethnologic-anthropological museums in many of the communes of the Province, which are mostly directed towards presenting rural culture. The museum that surely stands out for its originality is the open-air museum of rural civilization from Casalciprano, where



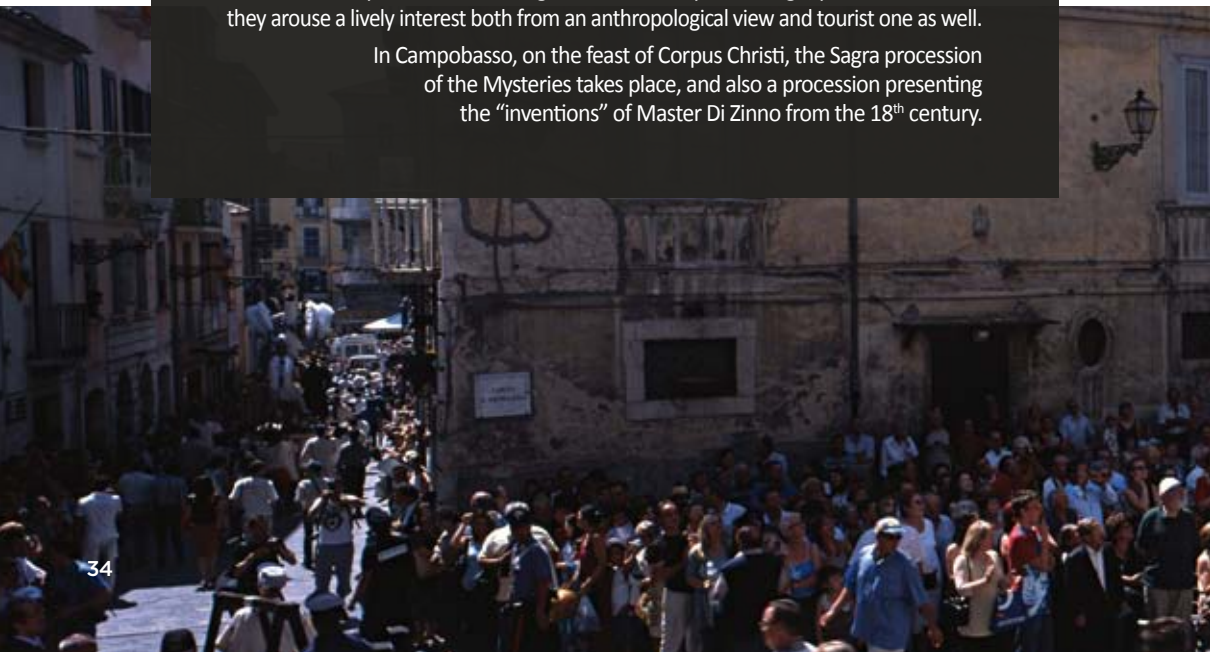


exhibits are displayed in local streets, thus reviving old customs and traditions for visitors. Contemporary art is also adequately presented in Campobasso, especially with the open-air museum Kalenarte in Casacalenda, Sacrocarn Museum in Santa Croce di Magliano and the Contemporary Art Gallery in Termoli.

### **Synergy between museums and traditional-tourist events**

Owing to the participation in the AdriaMuse project, the Province of Campobasso intends to initiate a number of culture promotions that can increase the number of tourists. The objective is to create a system of synergistic cooperation between museums and important traditional-tourist events. Such events are represented in true, real life, relating to emotions, tradition and history of local communities that almost always coincide with religious festivities. By animating myths and traditions they arouse a lively interest both from an anthropological view and tourist one as well.

In Campobasso, on the feast of Corpus Christi, the Sagra procession of the Mysteries takes place, and also a procession presenting the “inventions” of Master Di Zinno from the 18<sup>th</sup> century.





The festival of grapes in Riccia is reminiscent of the ancient grape harvesting tradition and cult of Bacchus, and represents giving thanks for nature's fruitfulness in the last stage of its productive cycle. During the celebration of the town's patron saint in the towns San Martino, Ururi and Portocannone with communities of Albanian origin, the popular *carresi* are held, races with ox drawn carts. In the town of Ielsi the feast day of St. Anne is celebrated as a Wheat Festival with a procession of big carts *traglie* carefully adorned with ears of wheat. In Termoli, the feast day of San Basso is celebrated with a procession at sea. Thus, the action "Museums beyond their walls" will incorporate representative elements from museums of our province in the mentioned traditional-tourist events. This will be achieved by organizing thematic traveling exhibitions organized to arouse the interest of tourists, so that they may become the new potential museum visitors.





### **Realizing a symbiosis between the world of culture and tourism**

With the AdriaMuse project the Province of Campobasso intends to realize a symbiosis between the world of culture and tourism.

Thus, meetings of cultural institution and museum representatives have been organized with representatives of tourist boards, and the realized social network platform is able to encourage the dialogue between cultural institutions in that area.

Furthermore, traditional-tourist events within the action "Museums beyond their walls" have been selected.





# For Economy and Culture of the 21<sup>st</sup> Century

Skupa is a cultural resource management company, based in Campobasso. It was initiated by a group of specialists working in the field of culture, as well as marketing and management experts with the intention to uncover the keys making cross-cultural operations work more successfully. Over the last years Skupa has continued to show institutions and public administration what benefits it can achieve through a harmonious development of cultural activities and networking. It promotes a confident and aware business approach for national and international non-profit organizations in order to drive them towards the economy and culture of the 21<sup>st</sup> century.

## **Evaluation of project activities**

Within AdriaMuse, Skupa handles the monitoring and evaluating of project activities. Furthermore, it contributes to the development of information materials, the definition of common working methods and tools, and participates in event organization.



# SKUPA



# Rich Multicultural Region Shaped by the Sea and Seafaring

Istria is the largest peninsula in the Adriatic Sea, area where the Mediterranean Sea has deeply cut into the Continent of Europe, the green Mediterranean. Between these geographical facts and current tourist slogan, Istria presents a rich multicultural region essentially shaped by the sea and seafaring. So, whichever map of Istria we may study: geographical, historical, archaeological, ethnographical, cultural, tourist, gastronomy, enological..., each one reflects the rich civilizational and historical heritage, as well as a lot of evidence proving that the sea does not separate, but connects people and their cultures. Proof of this are mythical adventures such as the one about the voyage of Jason and the Argonauts who founded Pula, providing shelter by the freshwater source. Among the many historical records is the first “Circumnavigation or Coasting Voyage in the Adriatic” *Periplus* of Pseudo Skilak from the 4<sup>th</sup> century BC that describes navigation routes along the coast of Istria and dangerous local winds. For over a century, archaeologists, historians, ethnologists and sea-lovers have been constantly verifying and elaborating these first records, discovering and revealing new evidence about the blue cultural heritage of Istria. Shipwrecks, amphorae, anchors, little ports, remains of magnificent Roman villas, nautical charts, letters, postcards, flags, uniforms of sailors and officers... are just some of the material traces testifying to the millennia-long history of Istrian people connected with the sea. So, let’s take a walk through Istria, visit its museums and museum events, or better yet – let’s immerse into the historically rich Istrian part of the Mediterranean.



### **Traces of all periods of world and European civilizations**

For the Adriatic museum partnership, the museums of Istria County that definitely stand out are the Historical and Naval Museum of Istria – Museo storico e navale dell'Istria, Archaeological Museum of Istria and Ethnographic Museum of Istria. Each one of these museums, from its own point of view, bears witness to the fact that the coast of the Adriatic Sea, as well as its sea bed, conceals traces of all periods of world and European civilizations. The Historical and Naval Museum of Istria – Museo storico e navale dell'Istria is housed in a Venetian fortress from the 17<sup>th</sup> century, on Pula's central hill called Kaštel. This is the highest point of the historical core and the most beautiful belvedere in the city. It presents an additional asset for the rich museum holdings of about 55 thousand objects ranging

from the period of the High Middle Ages to the present. Among the 18 museum collections presented to visitors through permanent displays and occasional exhibitions, especially significant are the collections of old postcards, maps, arms, uniforms and military equipment. There is also the naval and shipbuilding collection with exceptionally valuable items from the battleship “Szent Istvan” and liner “Baron Gautsch” that were sunk during World War I. The Archaeological Museum of Istria in Pula is situated below Kaštel, between the Small Roman Theater and Twin Gates. The permanent exhibition in the museum building and lapidarium displays material evidence of the development of life on the territory of Istria, ranging from prehistoric times to the Middle Ages. The museum also has collections at other locations. One of these is in the amphitheater of Pula (69 – 81 AD), presenting “Viticulture and olive oil production during the Roman period”. Among the exhibits of this permanent collection, especially interesting are archaeological finds from shipwrecks off the northern part of the Istrian coast presenting commercial sea routes of amphorae that were used for transporting wine and olive oil. The Ethnographic Museum of Istria, situated in the very heart of the peninsula, in the medieval castle of Pazin – Kaštel, collects, preserves, treats and presents ethnographic material of Istria. The museum holdings contain over seven thousand artifacts – textile items, agricultural tools and objects of everyday life from the end of the 19<sup>th</sup> and beginning of 20<sup>th</sup> century. After including two-part singing of Istria and the Croatian Littoral on UNESCO’s Representative List of the Intangible Cultural Heritage of Humanity in 2009, the museum founded the Center for Intangible Culture of Istria, based in Pićan.







### **Unique live museum**

During the summer months nearly all Istrian museums, especially their atriums, become attractive stages and venues for concert, theater and film events. Umag's Sepomaia Viva presents a unique live museum in Istria. This two-day international festival of Antiquity is held in honor of the archaeological site not far from Umag, ancient Sepomaia, with ruins of a rustic villa dating back to the 1<sup>st</sup> – 4<sup>th</sup> centuries AD. Ever since 2002, on the first Monday in August this festival revives the ancient tradition of Istria in Umag's main square Trg slobode, Nova obala and Umag Town Museum. Devotees of Roman times are dressed according to the ancient dress code. So, ancient Rome is everywhere, from clothing to hairstyles, and in festival workshops you can also learn how to immerse into fashion history. It is a chance to meet legionaries and gladiators, whereas the



performances of gladiator fights and antique dancers fill the town streets with the spirit of ancient times. Ancient tastes and smells come alive, too. The fascinating delicacies are offered at the museum's *Caupini apud Hilarem et Clovem* – tavern Kod Radovana i Vjeke. Ancient painters and mosaic artists will teach you ancient crafts, and souvenirs and replicas of ancient jewelry can be purchased at the museum marketplace – *mercatura*.

Rovinj's Eco-museum the House of Batana/Casa della batana is the first museum on the Mediterranean dedicated to a fishing boat. It is a true small museum gem telling the interactive story about Rovinj's traditional vessel called *batana*. The House of Batana also has a special offer for its visitors located outside the museum: *batana* ride from the museum to Spacio Matika, traditional local tavern, accompanied with seafood dinner and music program.



The Archaeological Museum of Istria in Pula attractively and skillfully combines modern artistic experience and archaeological heritage in the representative Museum-Gallery “Sacred Hearts” that opened in 2011. Excellent jazz concerts, multimedia exhibitions and installations, as well as archaeological exhibitions are organized all year round.

Since 2010, for several days at the end of August, Novigrad’s Lapidarium Museum steps out into the town streets, squares and parks by organizing Arterija – festival of visual arts. Arterija is characterized by the presentation of contemporary art outside the museum-gallery establishment. Lively images, multimedia events and artistic activities, projections, exhibitions, performances during the festival altogether enrich the cultural heritage of Novigrad.





## **Promotion and development of transnational communication**

Activities of Istria County within the AdriaMuse project include the development of promotional material and transnational communication. Other important objectives are networking activities of tour operators and cultural workers, as well as networking museums by expanding IT support, and promoting museums and their events. Promotional materials that Istria County will prepare comprise the communication strategy, project logo and book of standards, multi-lingual brochures, leaflet, project web site, film and documentary film on the project, as well as videogames for children with the theme of Istrian museums. The production of a communication strategy and new logo with an accompanying book of standards will be co-financed for the Historical and Naval Museum of Istria. As for the organization of events “Museums beyond their walls”, support will be provided to all interested museums in organizing such events throughout Istria, as well as including them in the Euromuse network.





# The Valley of Fortresses

ZENICA-DOBOJ CANTON



The Bosnian and Herzegovinian region of the Zenica-Doboj Canton consists of 12 municipalities. Over one third of its 400,000 inhabitants are citizens of Zenica. A greater part of the canton stretches along the Bosna River. The geographical structure and unique historical heritage have resulted in an abundance of attractive tourist resources – besides areas of wild, untouched nature, there are also gentle, idyllic rural parts. This area is rightfully called the Valley of Fortresses, since there are as many as six medieval sites, fortresses and old towns: Kraljeva Sutjeska in the Kakanj municipality, Bobovac in the area of Vareš, Čajangrad in Visoko, Zenica fortress Stari grad Vranduk, and fortresses Stari grad Maglaj and Stari grad Tešanj. These cultural-historical monuments tell visitors the story of the eventful past of these parts, of the old Bosnian state and its rulers. This is where fights for survival of the people took place, but they are also proof of the existence of various cultures, civilizations, religions and people in this area. Visitors to the Zenica-Doboj Canton, can experience, both in local museums and at every step, the spirit of centuries-old tradition preserved in authentic folk costumes, unique building style, variety of gastronomy, small craftsman workshops where only souvenirs are made today, the atmosphere of old *čaršija*...

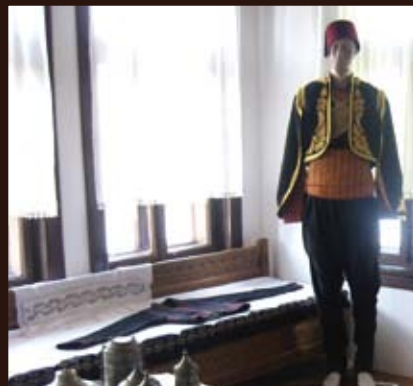
# Zenica-Doboj

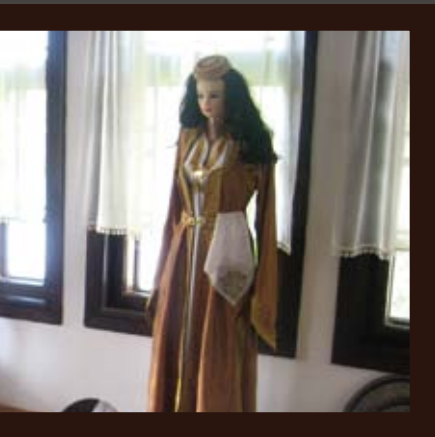
## Authentic pictures of the past

The Museum of the City of Zenica has a tradition of five decades, and since 2007 it is housed in a new representative museum building. The museum has an archaeological, historical and ethnological collection. It organizes a number of workshops, promotes a multimedia center and realizes educational and promotional programs from the fields of science and arts.

An exceptional historic treasure of this area is Stari grad Vranduk where the historical display presents the medieval period in Bosnia and Herzegovina. Vranduk was first a governor's and then a royal city where the kings of Bosnia received delegations, signed agreements and granted charters. Over the centuries the fortress has preserved its original form that is reminiscent of the early examples of European fortresses. Inside the walls of Stari grad Vranduk numerous archaeological finds from the Middle Ages and Osman period have been discovered: vessels, jewelry, coins, tools, spurs...

During the half century of its activities, the Regional Museum of Visoko strives to present museum artifacts collected from the greater Visoko area and other municipalities, through thematically diverse collections. The museum holdings consist of an archaeological, geological-paleontological, ethnological, numismatic, art, medieval collection, as well as the collection of artifacts from World War II. Especially interesting and valuable feature is the archive from the Osman and Austro-Hungarian period. The museum regularly organizes presentations of old crafts, demonstrating how small wood products, pottery, traditional peasant footwear *opanci* and combs are made.





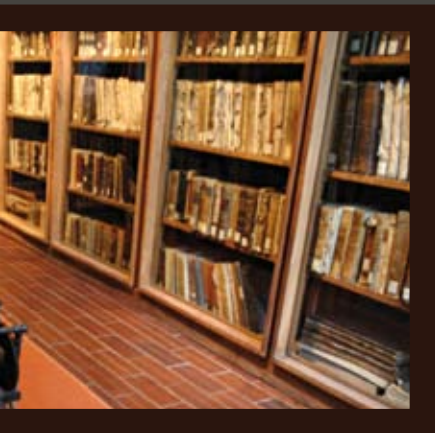
Tešanj Museum is the youngest museum in the Zenica-Doboj Canton. Its collections displayed in Stari grad Tešanj, unique historic building of Eminagić dvor and *stećak* necropolis offer visitors an authentic picture of a typical Bosnian *čaršija*, town where different influences of eastern and western civilizations are visible.

The monastery's treasury in Kraljeva Sutjeska abounds in metal and textile utilitarian objects, in addition to some thirty artistically valuable chalices. The oldest ones are late-Gothic, one of which dates from 1416. The monastery is very rich in cultural-historical and art objects: numerous archive documents, valuable old books, collections of paintings, and artistically crafted metal and textile items.

### **Spring in Zenica and Tešanj and Visoko Summer Festival**

The ideal time to visit the museums and tourist destinations of the Zenica-Doboj Canton, as well as the city of Zenica is definitely springtime. At this time of the year Zenica celebrates its centuries-old traditional folk festival along the Bosna River, the unique Festival of Scrambled Eggs (*Čimburijada*). This also marks the beginning of a traditional international cultural event known as Zenica Spring Festival, which includes a number of cultural events, exhibitions and concerts, some of which are open-air events, whereas others are held in the atriums of Zenica museums and Vranduk Fortress. Zenica Spring Festival starts on March 21 and ends on April 12.

In the town of Tešanj, located some seventy kilometers to the north, the spring months are also characterized by cultural events;





Tešanj Museum and Gradina play an important role in the conceptually well-rounded cultural offer. New museum displays are open to visitors, and museums also become venues for literary evenings, interesting thematic exhibitions and concerts of young regional musicians.

During the hot July days, the town of Visoko turns into a specific open-air museum, offering visitors an authentic picture of a Bosnian trade and crafts marketplace – *čaršija*. Visoko Summer Festival is an event that steps out of the framework of cultural elitism and the townspeople have grown accustomed to it; for them it is an unavoidable event that has become a trademark and brand of the local social life. The Regional Museum of Visoko plays an important role in the Visoko Summer Festival with its exhibits of recently discovered and collected artifacts.







NATIONAL MUSEUM OF MONTENEGRO IN CETINJE

# Museums and Cultural-Historical Monuments



The National Museum of Montenegro in Cetinje is a complex institution that comprises four basic departments: Historical Museum, Art Museum, Ethnographic Museum and Archaeological Museum. Within the Historical Museum are King Nikola's Museum, Museum of Petar II Petrović Njegoš, the birthplace of Njegoš in the village Njeguši, Njegoš Mausoleum on Mount Lovćen, Ćipur Church with archaeology site and the Mausoleum of Danilo I, while Atelier DADO and the Gallery of Contemporary Art belong to the Art Museum. The departments are situated in Cetinje, in residences that represent major cultural-historical monuments.

This museum complex, situated in the historic center of the Montenegrin historic capital and the metaphysical core of this small country, contains the most important material and spiritual traces of the existence of Montenegrin people and also partly of other nations inhabiting the territory of present-day Montenegro.

The institution was officially founded in 1896, the year of enacting the Law on Royal Montenegrin Library and Museum. Today, the National Museum of Montenegro has about 25,000 museum objects, 50,000 books, including many rarities and 100,000 archival units.

### **Experience with international project participation**

The National Museum of Montenegro is the central institution of this kind in our country. During more than a century of existence, the museum has developed business models that have become a reference on the state level. In addition to the permanent settings and a large number of temporary exhibitions and other cultural events that are realized every year, the National Museum participates in several international projects under the auspices of UNESCO, Eunamus, Cultural Heritage Without Borders, the Balkan Museums Network and other initiatives, including the AdriaMuse project.

The museum service for visitors cooperates each year with over 50 domestic and foreign travel agencies and tour operators.

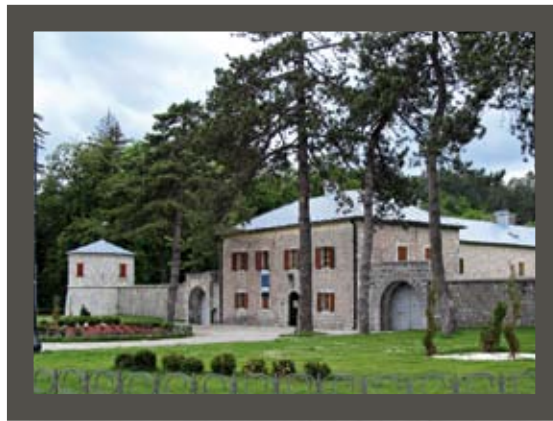
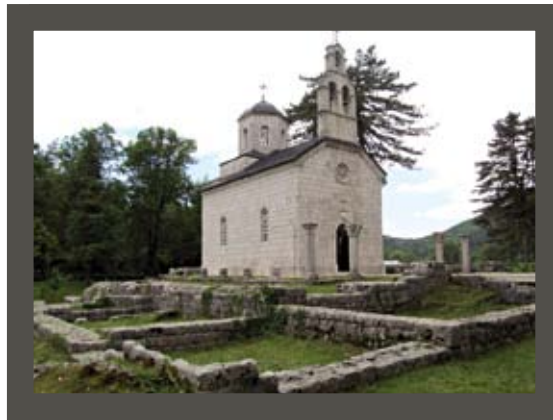
The museum has its own publishing activities, and information about it is regularly available through the Internet and other media.



## Promotion of local and regional cultural events

The National Museum of Montenegro intends to focus the activities of the AdriaMuse project on integrating resources of the local museum network, which within its competence, will establish a wider and more meaningful cooperation with existing and potential partners from the tourism sector. Given the fact that the valorization of cultural values has been for decades one of the priorities of our institution, AdriaMuse project can be considered as a logical extension of these activities.

The National Museum of Montenegro participates in several international cooperative projects, aimed at promoting local and regional cultural values and contents. One of them refers to the identities of the people of Southeast Europe and involves all major museum institutions of the same rank. The National Museum is directly or indirectly also present at all local and international tourism festivals where the cultural tourism of the state and region is promoted. Given the fact that the objectives of the project AdriaMuse are complementary to program objectives of the National Museum, activities to be carried out in this regard will contribute to the promotion of the local and international cultural events and a stronger linking of entities involved in the same process.



# Shkodra

MUNICIPALITY OF SHKODRA

## City with a Rich History

Shkodra, picturesque city in northwestern Albania that lies on the shores of Lake of Shkodra and source of the Bojana River, is a city in northwestern Albania in the Municipality of Shkodra, of which it is the capital. It is one of the oldest towns in Albania and an important cultural and economic center, its representative in the AdriaMuse project being the Shkodra Historical Museum.

### **Shkodra Historical Museum in a unique architectural setting**

Shkodra Historical Museum is a city museum founded in 1947. Since 1996 its new location is a house built in the mid-19<sup>th</sup> century, situated in the historic core. The building itself is very valuable, whereas the museum has an archaeological and ethnographic collection, individual collections, as well as archive and library.

The typical Shkodra house is a unique example in the typology of traditional Albanian architecture and has an exceptional value both in terms of functionality and architecture. The building that houses the Historical Museum was intended for a multi-member urban family engaged in trade, crafts, gardening and breeding.





The two-storey house of large dimensions was built of stone and wood, and has a large gutter. On the ground floor were a barn where horses were kept and an area for storing food for winter. Stone stairs led to the first floor that was built of wood. This was once a multi-functional area, first of all intended for silk making and family gathering. There are five rooms (kitchen, room for the first-born son, room for the second-born son, guest's room and small trade office). The main feature of the kitchen, located in the center of the house, is simplicity, whereas the guest's room, with 12 windows on two levels, is richly decorated. The carved wood decorations vary in motifs, but arabesques and motifs of trees and birds dominate. Above the guest's room is a gallery, semi-secluded area where women would go when a stranger came to the house. In addition to the lovely white plaster of Paris fireplace chimney, decorated with floral motifs, other rooms, attic, closets and windows are beautifully decorated as well.

### **From the Neolithic to the present**

The museum has a very rich archaeological collection that bears witness to human activity in the Shkodra area as far back as the Neolithic. Some 350 objects are displayed in the permanent collection on the ground floor of the museum. The exhibits, arranged according to the chronological-thematic criterion form significant collections and show different aspects of life of the predecessors of Illyrians, Illyrians and Arberers. Tools, ceramic vessels, arms, votive objects, inscriptions, architectural elements and coins are displayed.

The ethnographic collection contains numerous handicrafts dating from the 18<sup>th</sup> to the 20<sup>th</sup> century. The displayed artifacts comprise woolen, silk, linen and cotton fabrics, traditional clothes, coverlets, pillows, curtains... Apart from their originality, they are characteristic from the richness of symbols and colors, and especially interesting are the different folk costumes of high



artistic value. Some handicrafts from the ethnographic collection are original, typical of only Shkodra and its surroundings (Dukagjini, Malesia and Madhe, Puka, Zadrima, Anamali, Mirdita...). Part of the collection was made in town and village houses, whereas some handicrafts were made by craftsmen of the Large Bazaar (Ottoman shopping area). The collection also comprises handicrafts from the East, from Turkey and the Arab countries, as well as from the West, from Italy, Austria...

Wooden home furniture (wardrobes, dowry chests, tables, chairs) with various carved motifs occupy a central position in the ethnographic collection, as do tableware, wooden, ceramic, porcelain, copper and glass items. There are also craftsmen's tools and implements (blacksmith, leather-worker, craftsmen who made silver and copper objects and arms), as well as traditional instruments (lahuta, qifteli, zumare, saze, fyell, etc.).

The museum archive keeps numerous objects of great national and local importance. The oldest manuscript is a medieval parchment (palimpsest on four pages) from the Byzantine period. Most of the archive documents are manuscripts dating from the 19<sup>th</sup> century until the present. These are documents from the local government archive, foreign diplomatic representatives in Shkodra and religious documents. There are also letters, diaries, maps and other material concerning the history and way of living in Shkodra and its surroundings.

Collections of the Shkodra Historical Museum contain priceless objects and works of art dating from the 17<sup>th</sup> century until the present. These are collections of arms, flags and coats-of-arms of Shkodra, collections of seals, numismatic collection, collection of coins, paper money, ancient and modern medals, collection of paintings, recordings and mementoes of patriots, writers, poets, actors and musicians.

The museum library has at its disposal 12,000 books and magazines. These are mostly books of Albanian and Balkan topic written in Albanian, but also in Latin, Italian, English, French, Turkish, Russian, and German. The oldest book in Albanian is the Christian Doctrine (Doktrina e Krishtene) written by Pjeter Budi, and printed in Rome in 1618.

The library was significantly enriched in 1995 with a donation by Prof. Arshi Pipa who donated as many as 2,400 books.

## **Museum in the 15<sup>th</sup> century castle**

The castle from the 15<sup>th</sup> century houses a museum dedicated to this magnificent historic sight which belongs to the Shkodra Historical Museum. Opposite the museum entrance is a relief presenting a female figure sacrificed in a famous legend. On the ground floor is an archaeological hall with exhibit presenting all the phases of life in the castle (from the early Bronze Age until the 20<sup>th</sup> century), and on the first floor are exhibits from the medieval period until modern times, such as maps, manuscripts, paintings, collection of arms and handicrafts.

## **Active cooperation and new museum in the medieval castle**

Shkodra Historical Museum has a long-standing practice in organizing cultural and promotional events. Although it has a small staff, it permanently cooperates with other institutions, intellectuals and other museum and art lovers, which has resulted in a number of projects. During the first years after the fall of the communist regime, Shkodra was extremely active in establishing cooperation with institutions from nearby countries, especially Italy. Lately, the museum has participated in the Balkan Museums Network, and also collaborated with the Stockholm National Museum within the CHwB project (Cultural Heritage without Borders).

The main science-promotional activity with the theme of cultural heritage takes place during the symposium “Shkodra through the centuries”. Each symposium resulted in published scientific proceedings, altogether 12 volumes up to this day. The museum occasionally publishes the journal *Kumtari*, and over the past years promotional tourist materials have also been printed (guidebooks, brochures, postcards).

Shkodra Historical Museum plays a significant role in the development of cultural tourism of the city and region, and *AdriaMuse* project is yet another step toward attaining such a goal. Last year the museum had eight thousand visitors, and this year estimates suggest that there will be about nine thousand visitors. Presently, the exhibition area with the permanent collection of traditional figurative art is being expanded. Also, there is an incentive to start a new museum in the medieval castle *Drishti* (Drivasto).



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For the Publisher  
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Realisation  
**MARA Ltd. Pula**

Printed by  
**Kerschhoffset**

**PRINT: 5 000 copies**

**This project activity is implemented  
by Istria County with partners:**

Province of Rimini, lead partner

Institute for Artistic, Cultural and  
Natural Heritage of the Emilia-Romagna Region

Veneto Region

IUAV – University of Venice

Province of Pesaro-Urbino

Province of Campobasso

Skupa

National Museum of Montenegro

Municipality of Shkodra

Business Service Centre  
of Government of Zenica-Doboj Canton

The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

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