

OPHERA

Opening cultural heritage to communities during the central-Italy post-earthquake long-term restoration process: digital technologies and new competencies for cultural professionals

CREATIVE EUROPE - CULTURE SUB-PROGRAMME (2014-2020)

CALL FOR PROPOSALS EACEA 34/2018 - SUPPORT FOR EUROPEAN COOPERATION PROJECTS 2019



Ministero
per i beni e le
attività culturali
e per il turismo



Universidade do Minho



Università
degli Studi
di Ferrara

Univerza v Ljubljani



Co-funded by the
Creative Europe Programme
of the European Union



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Opening cultural heritage to communities during the central-Italy post-earthquake long-term restoration process: digital technologies and new competencies for cultural professionals

Leader institution:



Ministero per i beni e le attività culturali e per il turismo

Segretariato Regionale del Ministero per i Beni e le Attività Culturali e per il turismo per le Marche

Official partners:



Universidade do Minho



Università degli Studi di Ferrara



Cyprus University of Technology



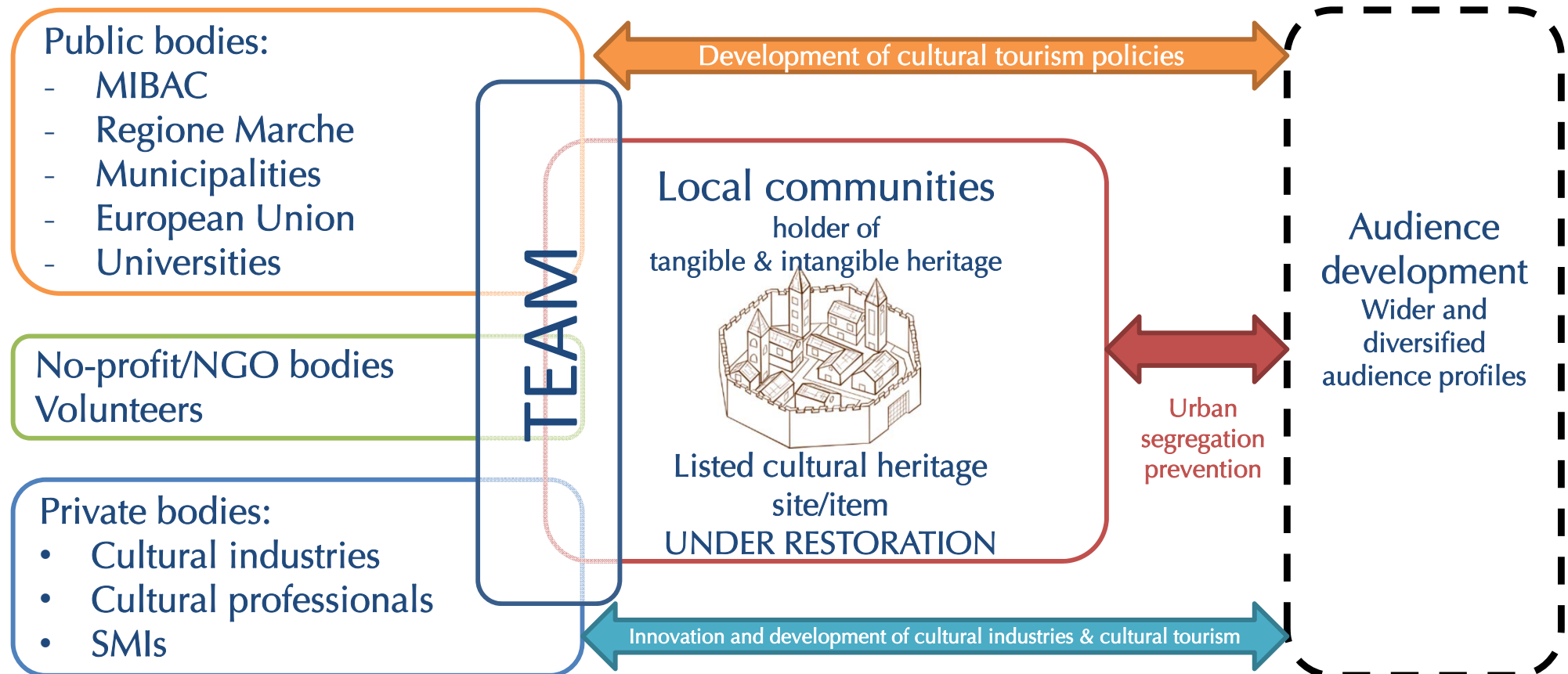
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PROJECT CONCEPT

OPHERA project aims to reveal, as a cultural expression, the cultural heritage restoration process currently on-going in the territories affected by Central-Italy 2016 earthquake. The dissemination events will be the result of a first phase dedicated to the capacity building of a multi-disciplinary cultural operators team, which will include members of local communities and delegates of private and public stakeholders.



PHASE 1

OBJECTIVES

Foster the creation of a multidisciplinary team of cultural operators and local administrator which is able to design and carry out cultural heritage restoration sites audience development activities

ACTIVITIES

3 workshop: training and building of project team. Participants to be selected via open call.



RESULTS

→ Exhibition contents and layout detailed design.
→ Project team strengthening

PHASE 2

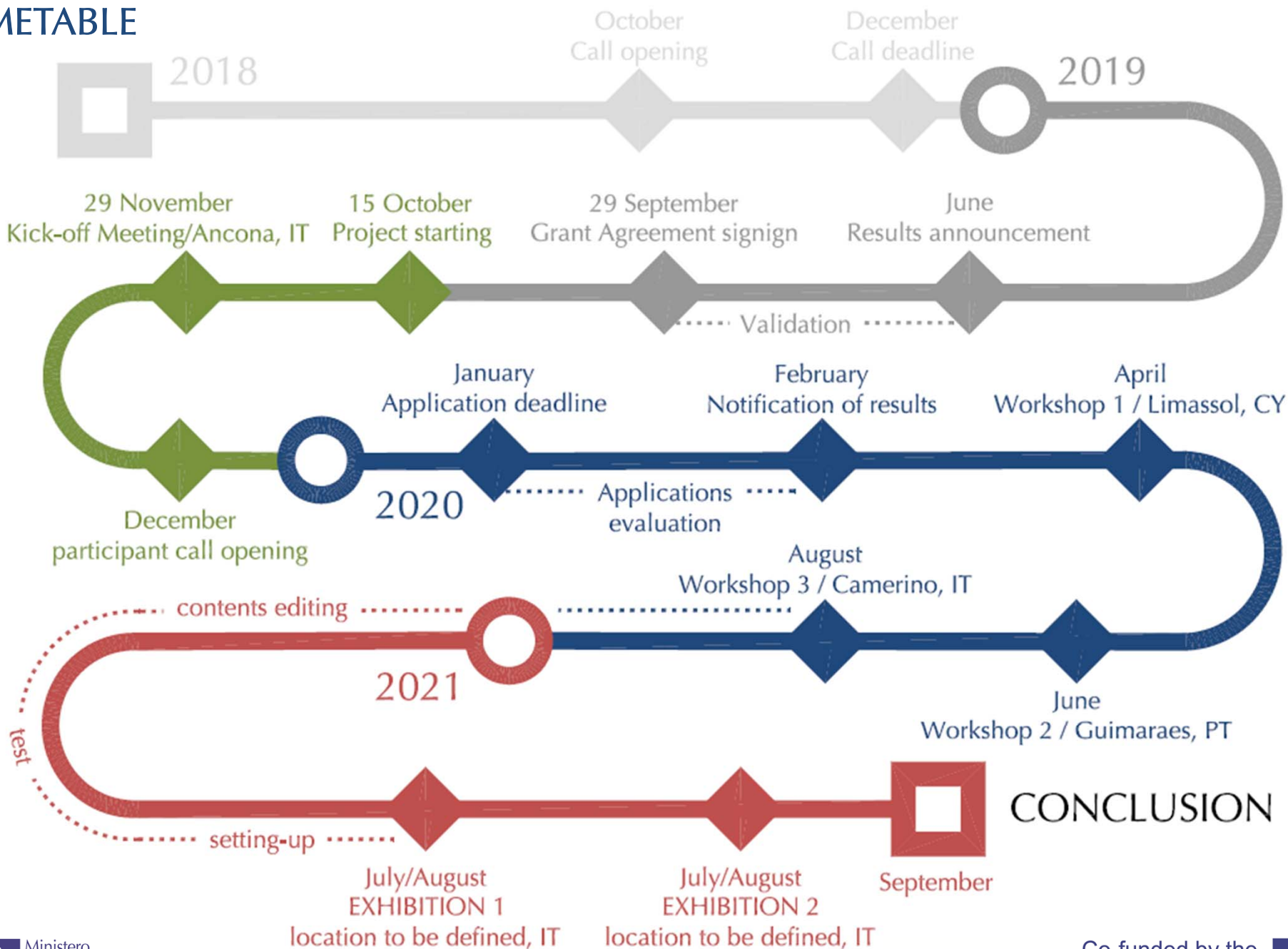
Opening of cultural heritage sites under restoration to communities in order to reveal the cultural values generated by the restoration process to a wider and diversified audience.

Contents editing and Exhibition setting-up
Exhibition execution



→ Increase in cultural tourism flows in the territories affected by 2016 earthquake
→ Increase in awareness about art restoration cultural values

TIMETABLE



COMMUNICATION & DISSEMINATION STRATEGY

PROJECT WEBSITE (PC, smartphone, tablet): www.ophera.beniculturali.it

- General information about project activities
- Events updates
- Project reports publishing
- Workshop Call for Applications procedure
- Workshop documents
- Workshop lectures video



SOCIAL MEDIA:

- Events updates
- People /staff posting during events
- KOM, workshop and exhibitions live broadcast



PHASE 1 – WORKSHOP (WP 1, WP 2)

The workshop participants will be selected among:

- Artists (Visual & Performing arts) and art restorers
- Cultural operators
- Undergraduate students, researchers and academic staff
- Public and ecclesial institutions staff
- Local and national public and private bodies administrators
- Creative and Cultural industries professionals & entrepreneurs

Support for workshop participants

- Programme participation is free of charge for selected applicants
- Selected applicants will receive a lump-sum participation grant of EUR 1,000.00
- Academic project partners will issue a workshop attendance certificate to participants at the end of the project

Participants selection criteria:

- Minimum 30% of the selected participants must work or live in Portugal, Cyprus and Slovenia
- Applicants living or working in the areas affected by Central-Italy 2016 earthquake will be prioritised



PHASE 1 – WORKSHOP (WP 1, WP 2)



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Workshop 1 – April 2020 – Limassol, Cyprus

Digital technologies for knowledge and promotion of cultural heritage during the restoration & reconstruction process

Number of days: 7
Classroom participants: 10

Workshop 2 – June 2020 – Guimarães, Portugal

Traditional and innovative methods for structural monitoring and safety assessment of built cultural heritage

Number of days: 7
Classroom participants: 10

Workshop 3 – September 2020 – Camerino, Italy

Designing a cultural event in a post-earthquake restoration site, methods and tools

Number of days: 10
Classroom participants: 20

PHASE 2 – EXHIBITIONS (WP 3, WP 4)

Exhibitions shall be performed in two locations characterized by significant and extensive restoration activities on cultural heritage

- Exhibition 1 1 day in July/August 2021
- Exhibition 2 1 day in July/August 2021

The exhibitions location shall be identified by the work team, on the basis of the audience development strategy defined during the three workshops and according to the progress of restoration works in the Marche towns affected by 2016 seismic events.

EXHIBITION – Overall organization:

1 day (multimedia islands will be kept in place 20/25 gg)

Main activities:

- Urban paths for the connection of different restoration work sites
- Multimedia boxes inside or outside the restoration work sites for communication of contents linked to the reconstruction and repair activities and about the artwork itself
- Meet-up area for exchange between audience and restoration operators with practical activities