

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	22nd Budafok Teteny, Budapest XXII district
Output number and title	<i>O.T2.2.1 Pilot action2: revival of old crafts in integrated manner (combining infras & soft elements)</i>
Investment number and title (if applicable)	<i>O.I2.1.1 Innovative exhibition installation in Piran Museum</i>
Responsible partner (PP name and number)	<i>PP3 Sergej Mašera Maritime Museum of Piran</i>
Project website	<i>https://www.interreg-central.eu/Content.Node/YouInHerit.html</i>
Delivery date	<i>November 2017 - November 2018</i>

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

The Pilot Action of the Maritime Museum Sergej Mašera of Piran linked to the implementation of investment, focusing on the innovative installation in the salt warehouse Monfort (Portoroz, SI), a part of the Maritime Museum Piran. The exhibition was titled "SAL NOSTRUM - From the salt pans to the salt warehouses". It's an exhibition on salt, salt making, storage and use of salt in an innovative way, using technical equipment, in the former salt warehouse Monfort, a cultural monument, prepared by young researchers and creators. Due to the ongoing reconstruction of the exhibition space (linked to another project), the exhibition was divided in 2 parts: 1) setting 2 outside panels with information about the salt warehouses on the facade of Monfort (04/06/2018), 2) interior completion of the exhibition and grand opening of SAL NOSTRUM on 13/11/ 2018.

The investment was developed and implemented via a complex programme incl. an installation and youth engagement based on a feasibility study. The implementation was executed in close cooperation with a team of young co-workers and co-creators of the exhibitions with different profiles. The team required historians, ethnologists, artists, computer masters, designers and architects, or students of senior years or postgraduate studies of similar fields. It was composed of 14 youngsters, whose mentoring was performed by the museum counsellor, Dr. Flavio Bonin. The young people gave the exhibition a more innovative stamp both in design, esthetic solutions and digital display. They met on a regular basis and got acquainted with the history and importance of the CH of the traditional craft of old salt making.

The investment consisted items of thematic equipment to ensure the innovative nature of the pilot action through a modern design and transmit information with the use of ICT tools. The creative ideas of the co-worker youth and the purchase of the equipment served to attract the main target group of the exhibition: young visitors. Multi-touch table was installed in the new exhibition space with 3D animated video which was created by 2 young architects involved in the pilot. One projector with a screen canvas, LCD screen, sound and light system gives complete experience to visitors. The multimedia presentation covers archival documents, numerous plans and photographs, short film presentation of salt production and life in salt-pans, shipping and storage of salt and much more. Further equipment served the preparation of the installation (2 computers) and the presentation of salt making tools (4 display cases).

The new installation built up in the salt warehouse Monfort improved the attractive force of the old crafts of salt making for the younger generations. Further development of the exhibition is planned for the near future since there are still available data collected by the youngsters which could be utilized.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Nuts0: SI, SLOVENIA; Nuts1: SI0, Slovenija; Nuts2: SI01, Vzhodna Slovenija; Nuts3: SI017, Jugovzhodna Slovenija

Investment costs (EUR), if applicable

Budget spent for the innovative exhibition "SAL NOSTRUM - From the salt pans to the salt warehouses"

BL5 Equipment:

17.696,32 € for 1 multi touch table, 2 computers, 1 projector, 1 projector screen canvas, 1 LCD screen (period 3)

3.027,50 € for 4 display cases (period 5)

6.341,07 € for sound system and lights (period 5)

TOTAL: 27.064,89 €

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

What we noticed in connection with the first part of the exhibition is, that people are very interested in the outside panels providing information to the salt warehouse. In addition to the general interest, we learned that the easy-to-understand way how we presented the panels was a huge advantage.

Young people that worked on the exhibition learned not only about the CH itself, but also gained knowledge and skills to make researches and present CH to the public. Youngsters need mentoring and opportunity to learn. Introducing creative solutions, fitting niches in the tourism offer is essential to keep future generations interested in conserving CH.

Technology allows us to store and display a lot of information even in a small place - archives documents that now can be easily browsed on the multi-touch table, hundreds of old pictures that are now digitalized and displayed, videos you can watch, interviews with former salt-pans workers sharing their memories and the language of that time which might disappear without them, 3D videos showing the path of salt. This is the first time that these information's researched and had been presented to the public.

The basic characteristic of the Coastal-Karst region is that the tourism sector plays a key role in creating opportunities for young people. Collaboration between experienced mentors and youth was crucial to pass the required knowledge and skills to serve this aim.

The expected impacts and benefits of the concluded pilot action in the Coastal-Karst region were the increase of the local identity related to the salt, salt-pans and salt warehouses, incl. also further involvement in projects. The pilot action strongly helped to present and revive this traditional craft of our region. Many young people know more about the long and very important history of salt producing and the perspectives of its further development. Youth participating in the pilot are our main channels to attract and inspire other youngsters.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The results of the pilot action are sustainable as the implemented action showed the importance and possibility of involvement of youth in presenting cultural heritage, including traditional crafts. We plan further cooperation with the youth and also further research and continuous upgrading of the presented exhibition. The exhibition also contributes to the development of sustainable tourism that respects the socio-cultural authenticity of local communities, preserves its CH and traditional values and contributes to intercultural understanding and tolerance.

Municipality of Piran (PP4) is the founder of the Maritime Museum in Piran (PP3) and it is the owner of all our premises, incl. the building in Monfort where the newly established exhibition takes place. By contract, the Museum will manage the building and the exhibition in the future. Part of the space in Monfort was recently renovated by the Municipality into an 'Info Center' and now it is completed with the innovative exhibition on salt and salt warehouses. After the renovation, the Museum was contracted for the management of space, incl. the exhibition and other parts of the museum. Since the exhibition will be completely managed and maintained by the Museum, our plan is to collect new inputs for a possible upgrade of the already existing exhibition by the youth and experts as the newly installed investment easily allows it. In addition, the space is adequate for the organization of workshops, trainings and events which can be a meeting point for local youth who were already involved in the pilot action. It is planned to involve more youth with the help of pilot participants for the upgrade of the exhibition on salt. The thematic content of the exhibition is managed by the already employed expert, the curator of the Museum who was the mentor of youngsters during the overall pilot action and will support also the upgrading process, as well. The exhibition is open for the wider public for free and can be visited regularly also in the future.

The preparation of an exhibition is transferable to all future traditional craft presentation, as it does not depend on territory, language or other elements. An exhibition can be made about (almost) every topic especially when wanting to present a craft important for cultural heritage.

The pilot action - the innovative exhibition about the salt and salt warehouses Monfort - can be easily upgraded, re-design, changed, etc. As the exhibition is located in a building with the possibility to hold trainings and workshops, we plan to invite schools and wider public few times a year, combining them with local events. For that, we will continue the close collaboration with the Municipality of Piran and our stakeholders. Due to the successful knowledge exchange process, incl. site visits and as our cities are very close, further collaboration with Municipality of Vodnjan-Dignano (PP5) is planned. Also, we learned a lot from project partners coming from different countries and we discovered that we have similar experiences.

The knowledge, lessons learnt and the whole concept of work we experienced during the Pilot is easily transferrable to other territories, cities, regions, countries, with some adjustments, of course as mentioned above.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The pilot action was well planned, and we gained satisfying results.

The inclusion of youngsters was very valuable and important for the preservation of our old crafts. We learned that the proper preparation of an exhibition takes a lot of time. Throughout the research in the archive, we noticed that data analysis is quite time-consuming, so for further development of the exhibition (adding new elements with more details) we plan to target youth who are not studying in Ljubljana but live their everyday life in/closer to Piran. Also, the use of the right approach towards young people is very important. We learned that the personal approach is the most effective, as with it we reached the most of youth who wanted to participate in the project. The best added value of transnational cooperation was the possibility to exchange good practices with our project Partners from different organizations on how to involve young people in traditional crafts.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

We did not have any legal/regulatory difficulties during the preparation and implementation of pilot action. For the outside panels of the exhibition, we obtained the permission from the Institute for the Protection of Cultural Heritage of Slovenia. The Pilot also did not have any negative impact on the environment and includes horizontal principles such as equal opportunities and non-discrimination. There was no discrimination related to origin, gender or education of the youngsters working on the exhibition.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The deliverables of the pilot action have been documented in:

- Feasibility study
- summaries on the exhibition openings (outdoor and interior exhibition)
- news on: <https://www.interreg-central.eu/Content.Node/YouInHerit.html>
- news on: <http://www.pomorskimuzej.si/en>
- news on: <https://www.facebook.com>

The first part of the exhibition was covered by the TV news show *Primorska kronika* https://4d.rtvsllo.si/arhiv/primorska-kronika/174543744?fbclid=IwAR057xL-Bcau_Gjz7gLzVX5gkO7IXZifxsjcKsxaazTbA4Rj65UIQCzS3A0.

The inauguration that took place on the 13th of November 2018 was also covered in different media. The announcement of the exhibition was on the local *Radio Koper* (<https://4d.rtvsllo.si/arhiv/radio-bla-bla/174574521>). The youngsters presented their work in the radio show *Morje in mi* (<https://4d.rtvsllo.si/arhiv/morje-in-mi/174588079>)

Media coverage of the exhibition was on TV Koper in the show

Tuttoggi (<https://4d.rtvsllo.si/arhiv/tuttoggi/174575585>), *Istria e dintorni* (<https://4d.rtvsllo.si/arhiv/istria-e-dintorni/174581436>) and other medias and news. An official video of the inauguration is also available.



The outside panels with information about the salt and salt warehouses Monfort
(Foto: Maritime Museum Piran)



The canvas SAL NOSTRUM (Foto: Maja Bjelica)



The multi-touch table (Foto: Maja Bjelica)



Inauguration of the exhibition SAL NOSTRUM - youngsters that prepared the exhibition (Foto: Maja Bjelica)



Touch screens with 3D presentations and interviews (Foto: Maja Bjelica)