

P.H.A.I.R.- Promoting Historical fairs as an innovative cultural tourism driver in the Adriatic Ionian Region

The call

The call is related to Interreg/Adrion Programme (Specific Objective 2.1, Priority Axes 6c).

Link: <http://www.adrioninterreg.eu/index.php/first-call-for-project-proposals/>

The call supports project from EUR 800.000 to 1.500.000 for the 100% of the amount; it lasts 24 months.

The Project

The municipality of Senigallia and most of the cities on the Adriatic and Ionian Coast share the common heritage of fruitful economic, social and cultural relations that had been established among the respective communities at the Fair of Senigallia, the historic duty free fair that developed in our city until the sixteenth century on the occasion of the feast of Mary Magdalene.

The ancient fair could therefore represent the framework of a project which topics are especially related to economic development and fostering of business, cultural and artistic production and demolition of national boundaries. This aims at new vision of the Adriatic Ionian basin - which welcomes and makes connection rather than divide, and more generally at an idea that an economic exchange (trades or purchases made during the Fair) could become transnational: the attenuation of a national spirit in the name of a more extensive and common citizenship: the European one.

According to the key principles of the program, and the specific objectives of the priority, the project actions aim at the following objectives: regeneration and enhancement of ancient historical fairs and promotion of coastal port cities linked to UNESCO sites located on ancient trade routes on the Adriatic basin, creation of a network of commonly coordinated cities aimed at building a joint promotion of the cultural and natural heritage on a macro regional perspective.

The action

1. Organize the historical fair "Fiera dell'Adriatico", ADRION branded, in each partner city
2. Regenerate the trading culture and the ancient historical fairs by cultural activities and urban equipment which could enhance their historicity (historical reenactments, special settings for the stands, special theater productions)
3. Recover the opera "Fiera di Senigallia" by Carlo Goldoni and sets to music by the Neapolitan expert Fischietto in collaboration with the Sapienza University of Rome
4. Organize an international event about the Adriatic Renaissance and the historical value of the sea like an highway road
5. Make ad ethnographic exhibition about the Adriatic routes
6. Regenerate of ancient historical Adriatic fairs by joint design of promotional tourist deliverables, cultural activities and exhibitions
7. Mapping of the territory and assets to make tour packages
8. Mapping of the port cities linked to UNESCO
9. Collaborate with tour operators and local authorities to develop tourism bottom up packages
10. Project and communication promotion with focus on the ADRION brand

Short overview on the partners involved

The leader is the Municipality of Senigallia (IT); first level partners are: the Province of Ancona (IT), the Province of Lecce (IT), the Municipality of Ravenna (IT), the Zadar County (HR), the Municipality of Nova Gorica (SL), the Municipality of Kotor (ME), the University of Athens (GR), the Corfu Port Authority (GR) and the Novo Mesto Development Agency (SL); there are also other second level partners: Marche Region, the Municipality of Ancona and Jesi, the Forum of the Adriatic and Ionian Chamber of Commerce, Ancona Port Authority, Fiera del Levante and the Municipality of Zadar.