ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• **TOPIC: THE ECOMUSEUM SYSTEM**

Structuring into one “container” a series of specific actions, strictly correlated between them and held together by the characterizing element of the very particular and partly unique regional planning, that is Water.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• GENERAL OBJECTIVE
Building a relationship system for the promotion, the exploitation and the management of an area of great environmental and cultural quality, underlining the territorial, natural and environmental matrix as symbolic and synthetic representation of the “network of networks” aimed to be realized.
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• STRATEGIC GUIDELINES

- to exploit the identity cultural aspects of the Venetian area

- promoting the rediscovery and the safeguard of the tangible and intangible assets

- reorganizing the territory of the gutter of the lagoon and the waterway system

- strengthening and managing the didactic and educational proposals;

- diversifying the touristic offer, reorganizing its flows;

- developing a fruition mode of the territory in a conscious and sustainable way
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• ACTIONS

Project proposal

Abstract

- Identifying a “bottom up” model of territorial exploitation and reactivation for supporting the conservation actions of the environment/protection of landscape and for exploiting and promoting the heritage of knowledge and traditions of the lagoon territory.

Detecting the visual emergencies, the natural or anthropic prevailing and attracting elements, and the particularly crucial initiatives of the territory to network them, reinforcing them through a multi-scale and versatile action.
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• ACTIONS

Project proposal
Territorial network

COMMUNES FOR THE ECOMUSEUM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

1 - Campagna Lupia
2 - Cavallino Treporti
3 - Chioggia
4 - Cona
5 - Eraclea
6 - Jesolo
7 - Marcon
8 - Mira
9 - Musile di Piave
10 - Quarto d’Altino
11 - Venezia

PROVINCE OF VENICE

- Communes of the ecomuseum
- Other communes
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

**Project proposal**

Network of networks

Project that connects the territories of the interested communes, exploiting the different territorial, cultural, productive and social vocations, through the transformation of the tangible and intangible networks in an always more integrated and retiform relational system, able to generate job, economy, welfare and community spirit.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

**Project proposal**

Ecomuseum project

Organic system of fixed stations and tours having as driving force some structures of reference from which the tours towards the lagoon start. These structures, having the function of “Access doors”, represent the exposition, information and didactic base where also directional and research activities are carried out. The tours will take place so as to achieve the various visit points that enable the direct fruition of the environmental and cultural context through integrated contexts.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal

Access doors

The main access points to the ‘ecomuseum system’ and to the network of promotional tours will be formed of some structures of virtual and physical knowledge to organize in some buildings with particular characteristics of quality, according to a tight succession of welcome areas, exposition and multimedia rooms and didactic laboratories.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

*• ACTIONS*

**Project proposal**

**Research and Training Area**

Didactic and laboratorial area for the ‘experimentation’ and the ‘conservation’ of the territory to realize through a series of diversified activities, in:

- **S.M.A.R.T. Eco – LAB.** ‘territorial eco-laboratories’, divided by macro-areas and macro-functions, where carrying out the activities predicted by the project, with the aid of the most current and evolved technologies, to spread and promote the ecomuseum project as experience of participation in the management and the exploitation of cultural and local resources and in the methods of participated reading of the values of the territory and of the choices to make as regards the real needs.

- **Nuove Schole de Arti e Mestieri:** updated version of the old Schole, for the recuperation of the historic memory of the places of craftsmanship and economic and productive efficiency and effectiveness, through the interactive with virtual installations and multimedia instruments, but also through the experiential learning in specific training paths.

**International School of Water:** project of interdisciplinary training about the education of the citizenship on the ‘Water’ topic; the orientation towards a conscious management of the ‘water resource’ by administrator and local authorities; the creation and training of professional figures suitable for the correct planning, management and programming of water resources in the institutional, entrepreneurial and technical contexts.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

 Project proposal
 Ecomuseum routes – General aspects

It is expected to realize the mapping and the following representation of different ‘multi-thematic’ routes, that emphasize the characteristics of the area, with a particular attention to the local excellences and the identity elements of the landscapes and the cultural heritage, but also to the resources not yet exploited and or systematized, that can become object of interest by new users.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal

Ecomuseum water routes

The objective is the implementation in the lagoon of a ‘network’ of water routes, connected to the ecomuseum system, that achieve some of the most meaningful regional territories, such as the Po delta, the Riviera del Brenta and the Euganean Hills, the March of Treviso and the Alpi Bellunesi, the Eastern Veneto until the Grado lagoon, through the recuperation of the waterways.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal
The waterway from the Venice’s lagoon to the Po Delta

The river route proposed connects Chioggia (Southern lagoon) with the Po delta in the Venetian portion, and then with the Polesine hinterland with the possibility to arrive to its natural conclusion in the city of Mantua. The trip doesn’t presents any difficulty of navigation, since it is already used for international freight and touristic traffic. The richness of the natural and cultural resources of the area also invites to an in-depth knowledge of the territory, thanks to the possibility to make important touristic tours on bicycle and enjoy a good part of the banks for the visit on foot.
• ACTIONS

**Project proposal**

The waterway from the Venice’s lagoon towards the Riviera del Brenta and the Euganean Hills

The Riviera del Brenta is developed along the coasts of the ancient river that connects Padua to Venice. Ideal extension of Venice on the land, the Riviera was “discovered” between ‘500 and ‘700 by the rich Venetian Patricians that made it a holiday resort. In time, several amazing villas were built, designed and frescoed by great artists, visited by men of culture and sovereigns.
The waterway project aims at setting up a relationship system between the areas “World heritage” of the Belluno Dolomites and the “Sito Unesco” of the Venice’s lagoon through the river Piave, for a touristic promotion of the territory along the axis of the Piave and of the Sile, the “twin rivers”. Exploring the two rivers can be a really interesting experience: willows, poplars, cane thickets and grasslands create an original landscape in their suggestive banks; the water is calm and only the water birds, among which several swans, Inhabit their banks.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal

The waterway from the Venice’s lagoon until the Grado lagoon: the Litoranea Veneta

The Litoranea Veneta extends from Conca del Cavallino (Venetian lagoon), in parallel to the coastline of the Gulf of Venice, until the mouth of Isonzo river (Grado lagoon) for almost 127 km and it is set up by a complex canal systems, mostly natural, that connects the rivers Sile, Piave, Livenza, Lemene, Tagliamento, Stella and Isonzo and the stretches of water of the lagoon of Venice, Caorle and Bibione, Marano and Grado between them.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal

Routes and Multimedia – General features

The pleasure of experience represents the “implementation core” for a new model in which the territory becomes the place of social and cultural elaboration by excellence and where conceiving and applying new creative and experimental paths. In this sense, the ecomuseum system, will be able to represent the innovation model of reference for the content infrastructure of the Venice’s lagoon and territories of the gutter thanks to the diffused use of advanced, sustainable and ecologic technologies (not only ICTs).

The project predicts the use of web communication and social networks for the activities of information and interaction with the territory, as well as the adoption of the most recent applications for an easy use of the maps, that can also be consulted on-line or directly downloaded on smart phones and tablets.

Moreover, all the information related to the specific characteristics of the ecomuseum system will be available through the reading of the QR codes located on the territory.
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• ACTIONS

**Project proposal**

Routes and Multimedia - APP (mobile application)

Possibility of systematization of different and apparently distant elements; Enabling both residents and tourists to enjoy the most various information on an area, an element or, more in general, “a knowledge”, through a targeted and personalized access of knowledge, thanks to the possibility to access captions, audio guides, images and films; in a word, contents.

A special application will be developed. It will enable to manage the huge flow of various information and notions particularly linked to the touristic development of the territory in a conscious and sustainable manner.
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• ACTIONS

**Project proposal**

**Routes and multimedia – QR code**

Developed to enable a fast decoding of its content, it is used to store information generally destined to be read through a smart phone: 7,089 numeric or 4,296 alphanumeric characters are contained in just one cryptogram. Possibility to gain access to further contents and above with further modes (films, interactive maps, etc.), without the need to develop any App, but simply through a 3G web connection or a Wi-Fi network.

![QR code and portable device](image)

The user can enter the application and ‘browse’ the contained images scanning a QR code or connecting to a cloud server; therefore, he can gain access to more detailed information for any page, simply pressing a button on his portable device.
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• ACTIONS

Project proposal
Routes and Multimedia – Typological repartition of the structural nodes

The nodes of the multimedia network, chosen in relation to the importance and the accessibility of the websites, will be of the following types:
Access doors of the territory; Digital islands; Identification poles; Information plates
The visitors of the “Ecomuseum system” will receive some badges with the QR codes, through which having accessing to Wikipedia for ‘mobile’, sending feedbacks to improve the navigation of the System and the delivery of the services, watching two TV channels inside the neighboring areas to the access doors, browsing a multimedia book on the big screen (40-55”) with cards / films / live shots of characteristic elements of the area, having access to e-commerce sites of dealers and craftsmen located in the reference area.
ECOMUSEUM SYSTEM OF THE VENICE’S LAGOON AND TERRITORIES OF THE GUTTER

• ACTIONS

Project proposal
Routes and Multimedia – Integrative elements _2

A series of multimedia totems are predicted to be installed in the leading international airports and on the cruisers that annually ship in the lagoon to promote the “Ecomuseum system of the Venice’s lagoon and Territories of the Gutter”.

Distribution of multimedia totems in the world
promoter institutions / responsible for the project:

1. FISPMED Onlus – International Federation for Sustainable Development and Fight to Poverty in the Mediterranean – Black Sea
fispimed@gmail.com
President: Roberto RUSSO
Director Project Area: Alberto NUGNES

2. HABITAT WORLD ASSOCIATION – Social Enterprise
euprojects@habitatworld.net
President: Annika PATREGNANI
Director Project Area: G. Alessio SCARALE

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