Cultural Identity

Valorising Local Identity through Innovation and European Cooperation

An innovative development strategy that transforms cultural heritage into sustainable, technology-driven tourism

The Project Vision

*Transform **"silent" cultural heritage** — assets that remain closed or barely accessible — into a real, participatory tourism experience available **365 days a year**.*

Accessible Heritage

Minor cultural assets open and enjoyable all year round.

Professional Management

Tourism operators and communities working together.

Shared Toolbox

Technology kits to elevate managerial capabilities.

Transnational Cooperation: A Consolidated base Bond

The Value of Cooperation

Transnational collaboration as the ideal tool to preserve and share inherited beauty — weaving a continuous cultural dialogue

Three Historic LAG Partners

Valle Umbra e Sibillini - Raia Histórica - Beira Douro
Years of deep collaboration promoting rural territories through history, art, and traditions

Previous Success: "A date with History"

An extraordinary journey into Baroque culture, art, and gastronomy uniting three European territories in a single immersive cultural experience

Research & Mapping

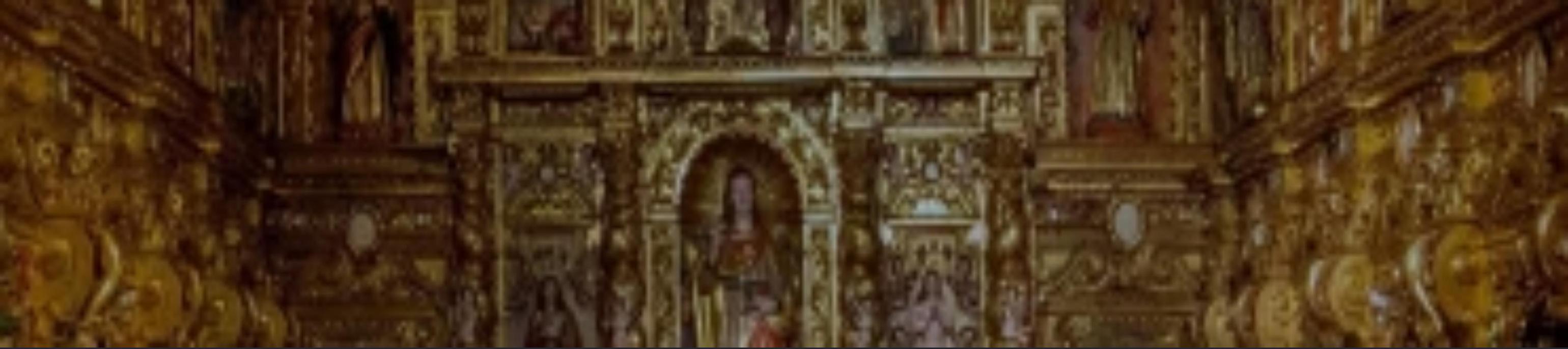*Selection of artistic and cultural excellence across the three partner territories.*

Multilingual Publication

Catalogue distributed in Italian, English, and Portuguese with thematic itineraries.

Shared Brand

A unique identity linking Umbrian and Portuguese Baroque. The catalogue is now the foundation for the project's next step.

The Evolution of Needs

The Lesson Learnt

Promoting heritage with catalogues and itineraries is not enough if sites remain closed or difficult to visit.

The New Objective

Move from static narration to active, technology-driven engagement.

Cultural Identity

Ensure continuity of opening and professional daily management of heritage.

*The challenge now is to transform **described beauty INTO a concrete, repeatable experience**.*

The Local Action: "Italy's Pilot Project"

*A frescoed building representing local art at its finest — a gem **usually closed to the public.***

The **365-Day** Model

Smart access and immersive storytelling** for a cultural experience available at **all times.

***Goal:** Prove how a minor cultural asset can become an active attraction year-round through technology and professional management.*

The "Porte Aperte — Open doors" Model: Technology & Know-how

An integrated solution combining accessibility, security, and immersive storytelling to enjoy of cultural heritage.

Smart Access

*Instant booking via App with geofencing and automated smartphone entry. **No keys, no fixed hours — total freedom for the visitor**.*

Immersive Narration

*"Son et lumière" **system with multilingual audio** (3 languages) synchronised with directional **lights** illuminating specific fresco details.*

Certified Security

***24/7 HD camera monitoring** with continuous environmental control of humidity and temperature for **heritage conservation**.*

Model Results:
Inspiration from Piemonte, Italy

35K
Annual Visitors
Confirming the model's sustainability.

70%
Cost Reduction
Less reliance on volunteers through automation.

24/7
Accessibility
Continuous availability, including sign language content for all.

The model has proven replicable, economically and socially sustainable, creating a virtuous ecosystem between heritage, tourism, and local development.

Towards AI-Powered Cross-Storytelling

Multiple Interpretations

The same technology kit adapted to different aesthetic languages — from Renaissance to Baroque, Classical to Byzantine.

Dynamic Narration

AI creates personalised itineraries, analyses visitor flows, and improves the experience in real time.

Single European System

One smart access system uniting territories, eras, and cultures in a single European cultural network.

The ambition: *transform every CLOSED HERITAGE SITE INTO AN OPEN DOOR to the beauty of Europe — through innovation, cooperation and accessible technology.*

Study Visit: Learning from Territories

We organise study visits between partners to analyse different management approaches and compare cultural valorisation methodologies.

Each LAG presents its own innovative solutions, sharing successes and challenges.
Direct comparison reveals how different cultural contexts tackle common challenges — from maintaining historic buildings to engaging local communities.

A Scalable, Replicable Model

1 Identify a Pilot historic building

Testing automated reception on a selected case study with continuous monitoring.

2 Territorial Expansion

Applying the validated model to other cultural sites across partner territories.

3 European Diffusion

Sharing the methodology with other LAGs and organisations interested in cultural heritage.

Benefits for Local Development

Sustainable Economic Impact

Every € invested in cultural heritage generates a territorial multiplier that benefits the entire community. Smart management keeps costs low for long-term sustainability.

New Employment Opportunities

Creates roles for cultural managers, specialist guides, and ICT operators in rural areas.

Smart Village

Culture becomes an engine of resilience and attractiveness for villages, countering depopulation.

Territorial Ecosystem

Integrated cultural supply chains involving artisans, restaurateurs, and tourism operators.
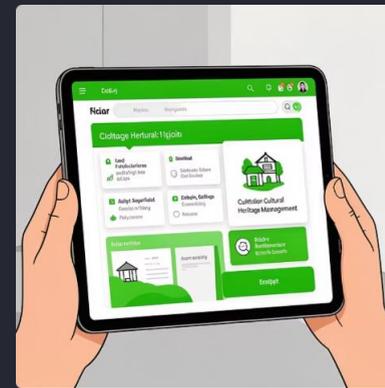
Why Join the Partnership?

Consolidated Network

*Privileged access to a **LAG's network** with over 20 years of good experience in European transnational cooperation.*

Cutting-Edge Innovation

*Active participation in **defining a "European standard"** for automated reception of minor cultural heritage.*

International Visibility

*Strategic placement in **high-appeal** transnational cultural itineraries with coordinated promotion.*

Let's Co-Design the Future of European "Cultural Identity"

Minor cultural heritage is the authentic soul of our rural territories. Together, we can transform it from a fragile resource into an engine of sustainable development. Is a strategic alliance between territories that believe in culture as a lever for social and economic innovation.

Start the dialogue and Contact Us

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