

Sustainable reuse of fortified heritage: Šibenik example

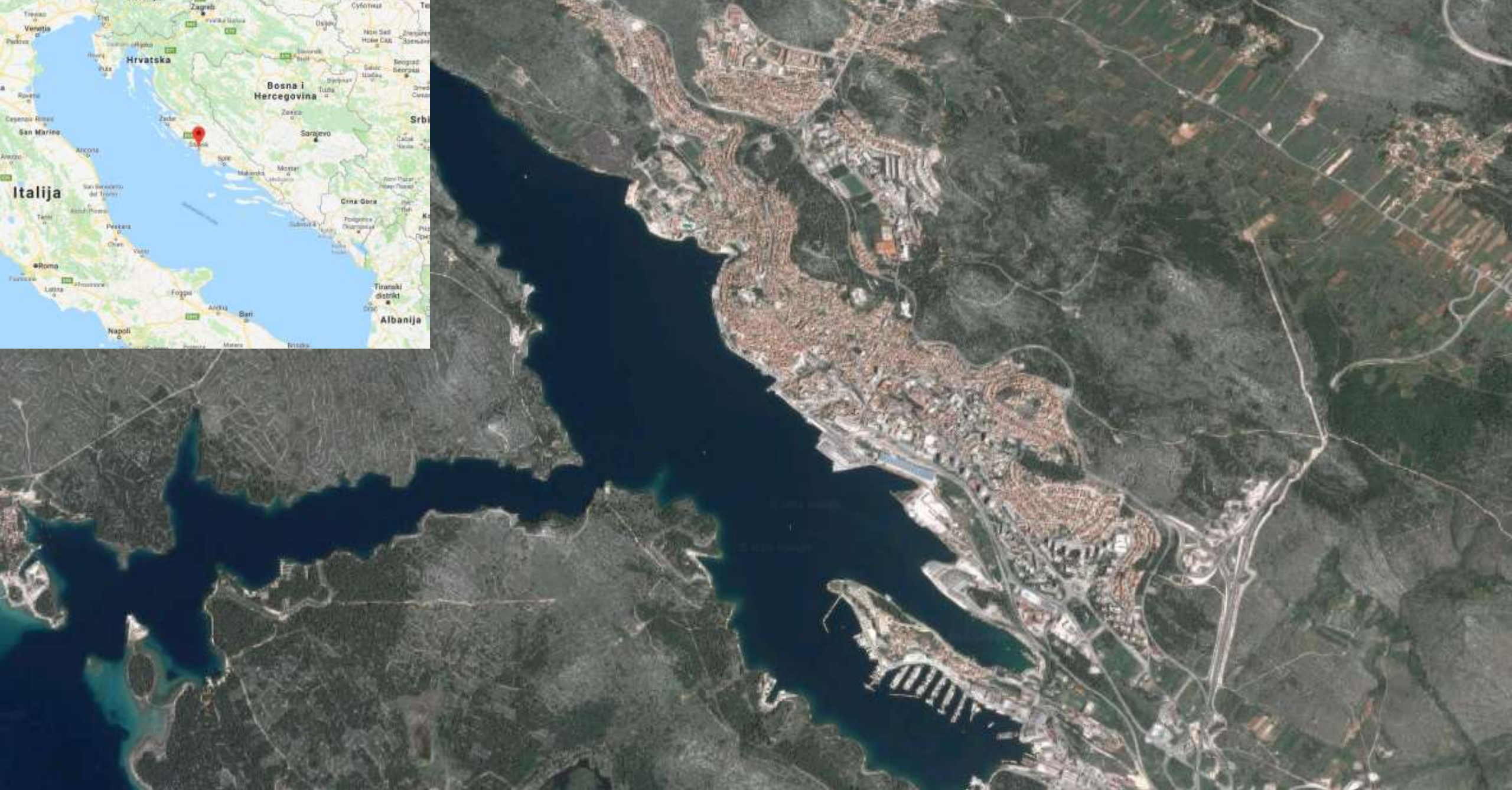
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TVRĐAVA KULTURE ŠIBENIK

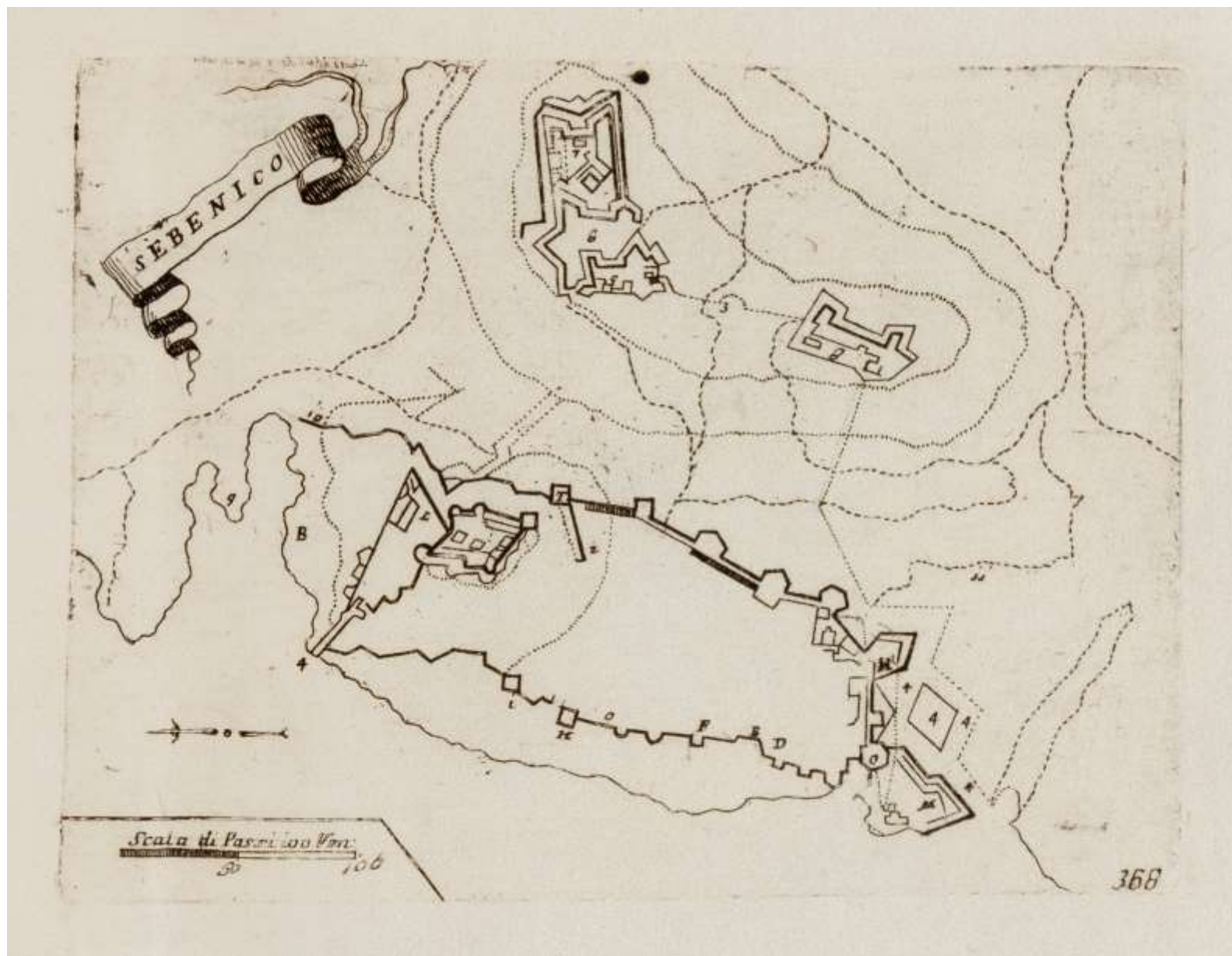
Šibenik in 20th century:

- heavy industry
(light metal, electrodes, ferroalloys, sulphides)



St. James' Cathedral / St. Nicholas' Fortress





St. Michael's Fortress; April, 2010.



St. Michael's Fortress – revitalization project:

- concept devised in 2009
- designed in 2010-2011
- EU project implementation 2012-2014
- project value: 1.67M €
- project goal – *"to contribute to the sustainable economic growth of Šibenik and the surrounding region through the development and broadening of cultural tourism"*





TVRĐAVA KULTURE ŠIBENIK



Barone Fortress, 2011



Barone Fortress – revitalization project:

- concept devised by an NGO („Juraj Dalmatinac Society“) in 2012
- designed and applied for funding in 2013
- project implementation 2014-2016
- project value: 1.38M €
- project goal – *“Contribute to improved public tourism-related infrastructure in order to increase the Šibenik-Knin County welfare. Contribute to promotion of cultural attractions and boosting of local SMEs by providing high-tech innovative services.”*



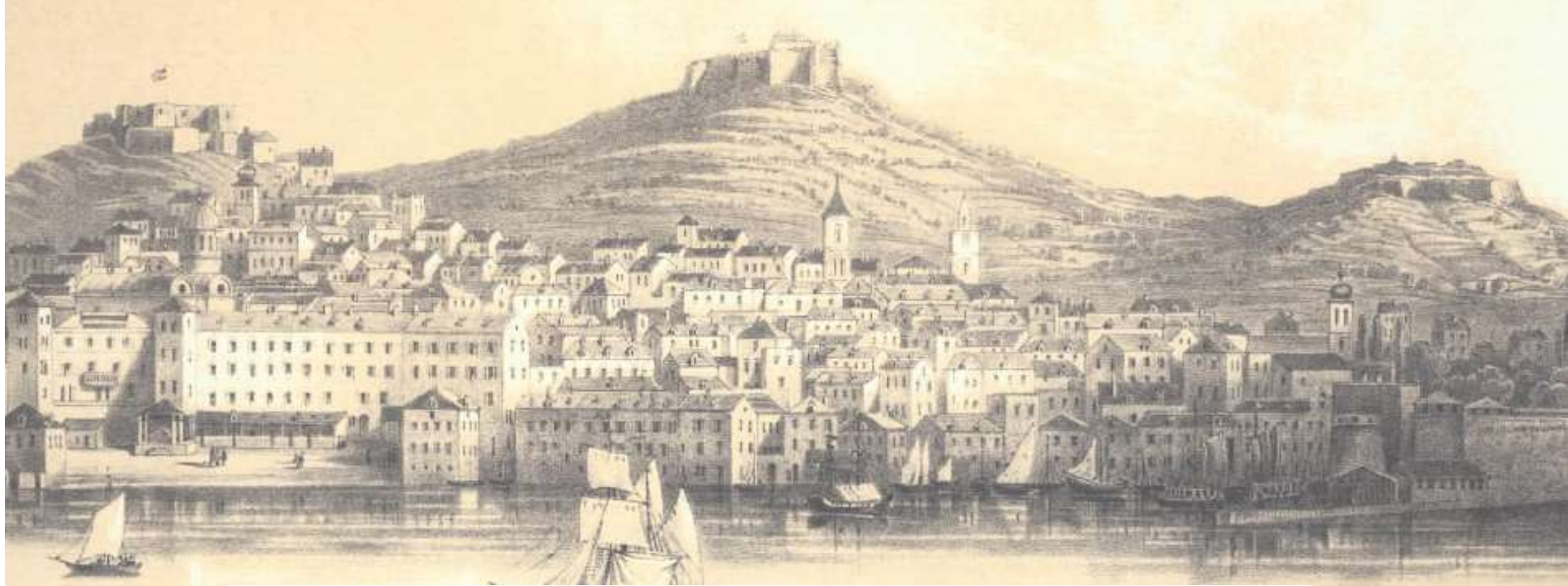


TVRĐAVA KULTURE ŠIBENIK

St. John's Fortress – revitalization project:

- designed and applied for funding in 2015-2016
- project implementation 2016-2020
- project value: 6.54M €
- project goal – *"Encourage employment growth and the development of the tourism sector by improving the quality of cultural attraction basis."*
- Wall preservation and reconstruction, construction of educational campus with 3 smart classrooms, 3d mapping, Ottoman tent, virtual library, cafe, shop, info center, replicas and equipment presenting traditional arts and crafts





Europska unija
Zajedno do fondova EU



Operativni program
**KONKURENTNOST
I KOHEZIJA**



**EUROPSKI STRUKTURNI
I INVESTICIJSKI FONDOVI**

Projekt je sufinancirala Europska unija iz Europskog fonda za regionalni razvoj

HR ~ €150.000,00 (2007-2014)
EU ~ €8.640.000,00 (2012-2019)

SUSTAINABILITY?

WHO? WHAT? HOW?



Mission and vision

Fortress of Culture Šibenik is preserving fortification heritage in Šibenik, it manages its sustainable use and organizes cultural events for citizens and visitors of Šibenik.

Fortress of Culture Šibenik is a synonym for excellence in cultural heritage management, interpretation and events organization at national and European levels.



GENERAL OBJECTIVES 2017-2021

1. Continuous and systematic research and preservation fortification heritage in Šibenik.
2. Strengthening the platform for cultural and creative industries promotion.
3. Inciting and spreading public interest for cultural-historical heritage, its contents and programmes.
4. Affirming the Institution's programmes in national and European contexts.

SPECIFIC OBJECTIVES 2017-2021:

1. Revitalization of parts of the fortification system still not renovated.
2. Implementation of innovative solutions for the presentation of the cultural-historical heritage of the fortification system.
3. To develop a quality, recognizable, diverse and balanced cultural and artistic programme.
4. To boost a positive image within professional and wider public.
5. Increasing the number of visits to the fortresses and use of contents and programmes.
6. Ensuring a wide range of financial sources and maintaining financial self-sustainability.

Departments

- Cultural heritage – scientific and expert research, documentation database, interpretation, project conception, preservation, international cooperation
- Programme production – concerts, films, workshops, exhibitions, audience development
- PR, marketing and sales – media plan, marketing plan, local community, corporate partners, sponsors, social media
- Technical department – maintenance, technical production, equipment
- Administration and Finances – documentation, budgeting



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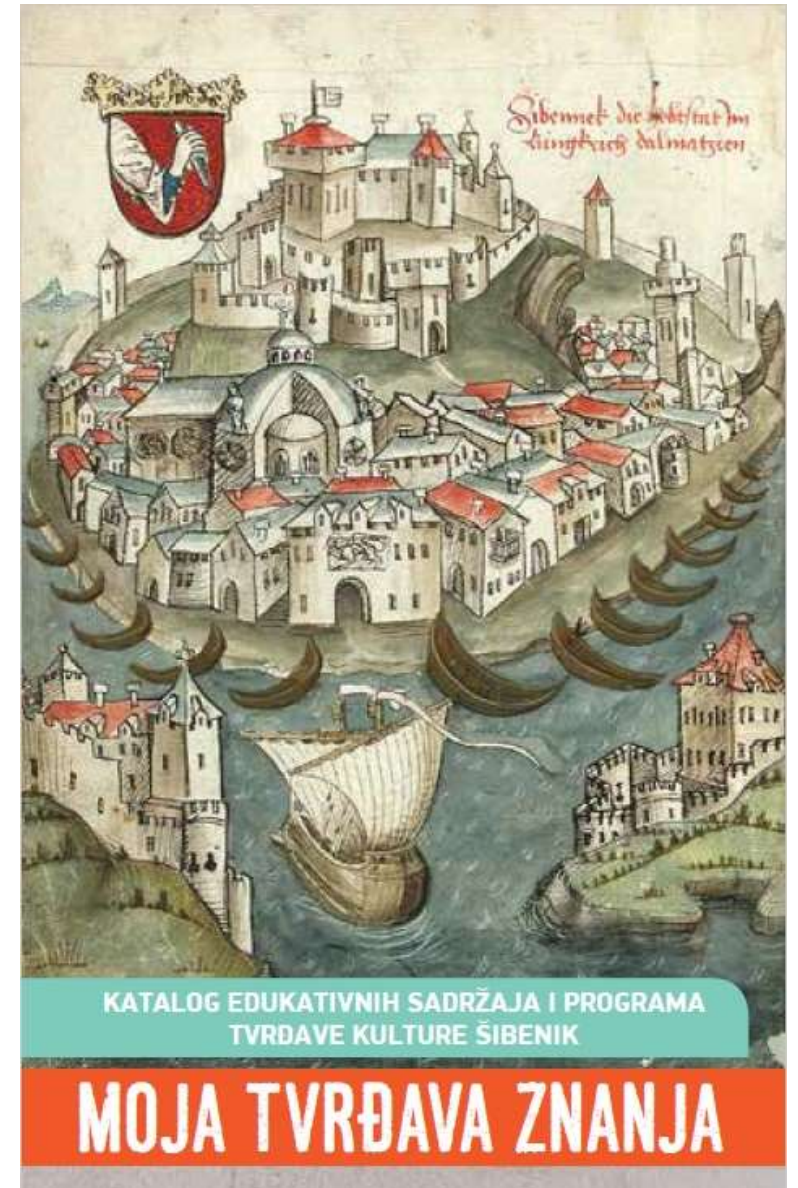


Innovation in heritage presentation:
*Storytelling through digital and
multimedia features*



Educational activities:

Developing and connecting future generations with heritage



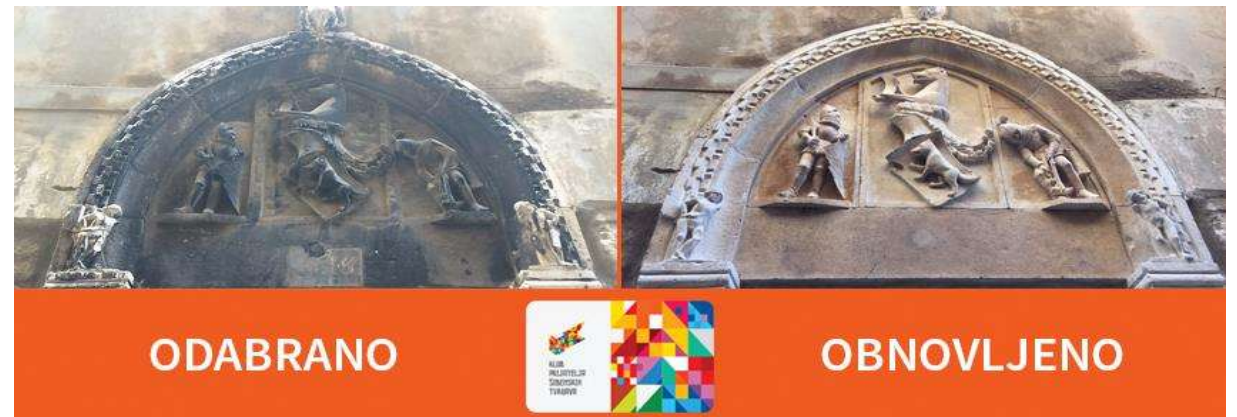
Cooperation with SME's: *Creating a specific local offer*



Community engagement and audience development: *Šibenik Fortresses Friends Club*

- Free and unlimited daily visit to both fortresses
- Special programmes and events for Club members
- Special prices for services and products
- Regular communication by newsletters, online and on-site surveys
- Community engagement in CH restorations
- Individual and family membership
- Around 4.500 members in 2018

Objective: creating an emotional relationship with CH, members as partners in business, creating a sense of contribution and belonging.

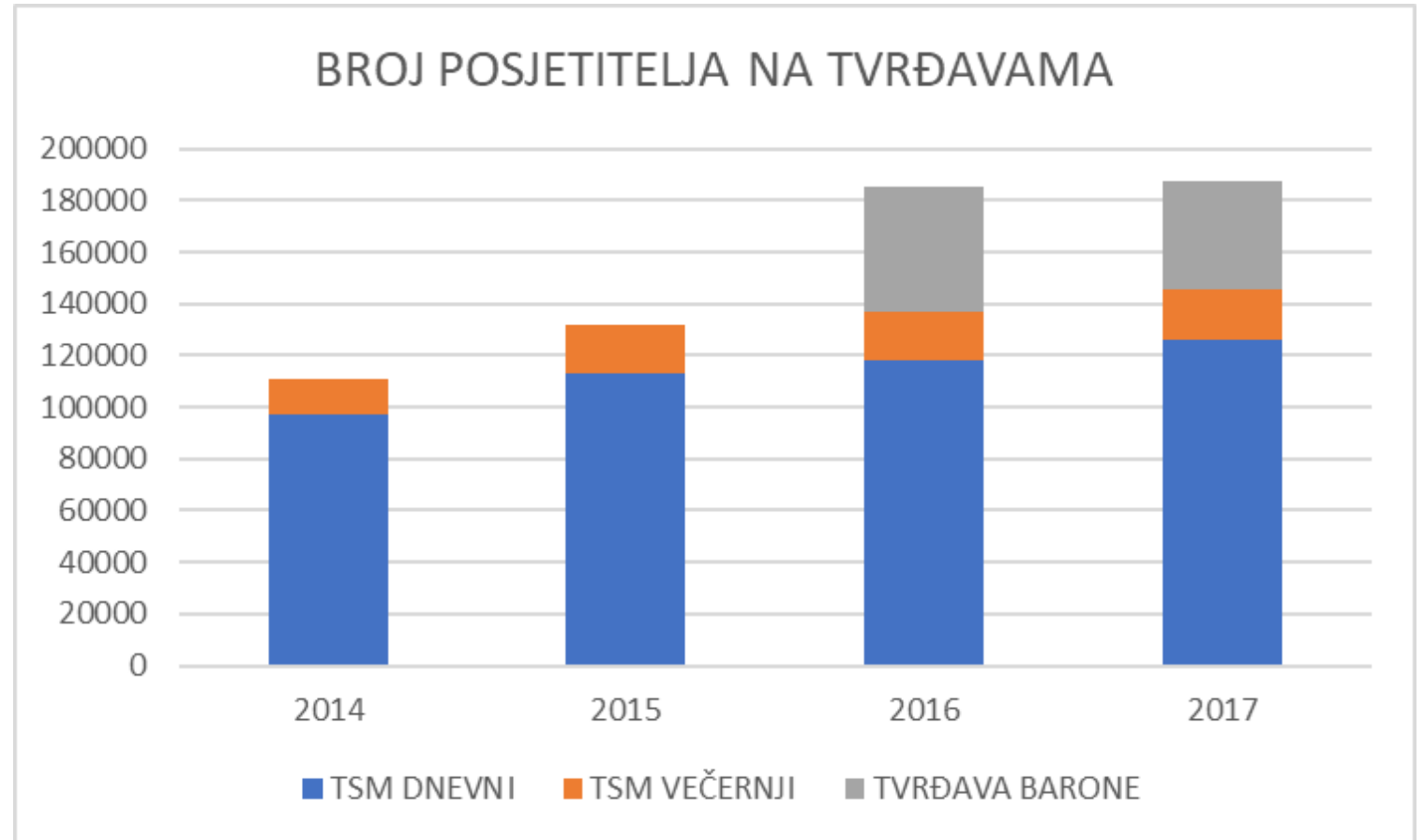


EU projects, cooperations and other future ventures:

- Fortress (Re)Invented: innovative approach and digital contents in historical fortification monuments
 - (worth c.a. €1.300.000; started in July 2017)
- KREŠIMIR – Creative Šibenik Network for Intergrated Cultural Development: networking and participatory management together with local NGO's
 - (worth c.a. €100.000; started in October 2018)
- Several projects in development/application phase
- Open for new partnerships and collaborations
- Odeon Cinema – management of a refurbished multifunctional cultural hall
 - (worth c.a. €2.000.000; expected to open in early 2020)

Overall number of visitors 2014-2017:

- Overall number of visitors:
616 325
- Barone Fortress:
90 056
- St. Michael's Fortress:
454 269
- Events:
72 000



Awards

10/2014 Cultural Attraction of the Year - St. Michael's Fortress

(Croatian National Tourist Board)

02/2015 Grand PRiX: Best Communication Project in Public Sector in 2014

(Croatian Public Relations Association)

02/2016 MIXX Award: Inovative Use of technology – Barone Fortress: Storytelling in AR

(Communication Days, Rovinj)

09/2016 Best Croatian movie – documentary film *Barone*

(Zagreb Tourfilm Festival, Zagreb Tourist Board)

10/2016 Cultural Attraction of the Year - Barone Fortress

(Croatian National Tourist Board)

02/2017 Grand PRiX Best Communication Project in Public Sector in 2016

(Croatian Public Relations Association)

03/2017 Golden Plautilla Award – Quality and innovation in historical cities management;
Bronze Plautilla Award – Barone Fortress

(International Congress of Ancient Cities, Solin)

03/2017 Editors Choice - St. Michael's Fortress signage system
(authors: Karlo Kazinoti, Mišo Komenda, Iris Klarić)

(IIID Awards, Intern. Institute of Information Technology, Vienna)

05/2017 Silver MIXX Award Virtual and Augumented Reality – Barone Fortress: Storytelling in AR

(MIXX Europe Awards, Amsterdam)

Awards



Stay in touch!

