



PRESS RELEASE

TRANSNATIONAL EXCHANGE MEETING #3

TEM #3 - Albenga, Italy

8-9 November 2018



November 12, 2018

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The representatives of the NewPilgrimAge project came together on the 8th-9th of November 2018 for the third time in Albenga, Italy.

Albenga is a coastal city of 25,000 inhabitants in North-West Italy. Amongst others, it is famous for its natural reserve, Gallinaria Island, where Saint Martin lived, which is why the preservation of its legacy is a key point in the town's cultural profile. During these few days of the 3rd Transnational Exchange Meeting partners had the opportunity to reconnect with each other, strengthen networks, exchange experiences, and discuss challenges and future activities.

These meetings always reaffirm the fact that we do have something in common. We live at wonderful places, where Saint Martin's presence soaked the urban, regional fabric, and where tangible or intangible heritages can be discovered. We are all dedicated to take conscious steps to make these patterns more visible to the locals, visitors and to each other as well. Thanks to the fact that our locations, cultural-historical remnants, approaches and capacities are so different from one another, this project offers diversity and, also a lot to learn both on personal and project level.

Since the previous meeting in Budapest (April of 2018), partners engaged local communities from various sectors to read their territories and map their heritages, values and lackings, and based on a gap analysis method, set activities to connect the two sides. During a study visit, partners got first- hand experience on how these tasks got realized in Albenga. Partners got insights in the history of the city and its main monuments. At the different locations, we met members and volunteers of the local community, being actively involved in NewPilgrimAge project processes, and/or using historical locations for community-relevant activities.

In the last few months partners also launched NewPilgrimAge Idea Contest, to which they welcomed fresh, local ideas on Saint Martin's heritage revitalization and reinterpretation.

The partners openly discussed their achievements, NewPilgrimAge project added values for their territories and presented some awarded ideas at the San Carlo Auditorium with the participation of circa 70 attendees. The event was preceded by a press conference, where Giorgio Cangiano, Mayor of Albenga, Alberto Passino, Town Councillor for Tourism, Culture and Civil Defense, and Elenora Molineris, Town Councillor for European Affairs also shared their supporting thoughts on the



NewPilgrimAge project. At the event Nicola Trombetta, Vice-Mayor of Matera gave a very eye-opening presentation on how the valorisation of cultural heritage turned Matera from “the shame of Italy” to European Capital of Culture 2019 and became the social and economic driver of the city.

Starting from November the Idea Contest awarded ideas will be developed through mini-workshops into full cultural heritage products and service concepts with the participation of local experts and idea owners. A portfolio will get co-created and the idea pilot testing are going to take place, thus interlinking the old and new cultural projects and services and raise their visibility to citizens.

To get more informed on our partners, their progresses, achievements and awarded ideas, visit our website at <https://www.interreg-central.eu/NewPilgrimAge>.

The next Transnational Exchange Meeting is going to take place in March, 2019, in Veneto Region, Italy.



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Background

Saint Martin, the symbol of sharing, is one of the most popular saints in central Europe with thousands of monuments and intangible heritage (folk traditions, legends) keeping his memory alive. Partner cities of the NewPilgrimAge project are located along the European Cultural Route of Via Sancti Martini. They join forces to revive this cultural heritage and promote the common European values of solidarity and hospitality linked to St Martin.



Cities and cultural organisations from five countries will mobilise their citizens, most of all young people and small enterprises, to propose and jointly develop new creative initiatives valorising the untapped heritage potentials.

The NewPilgrimAge Project started in June 2017 and will run until May 2020. The project is implemented under the umbrella of Interreg Central Europe – a European Union programme for interregional cooperation to cooperate beyond borders in central Europe to make our cities and regions better places to live and work.

The amount of overall funding for NewPilgrimAge is EUR 1.429.634,60.

For more information: www.interreg-central.eu/newpilgrimage

If you are interested in cultural heritage management topic related this project, be member of NewPilgrimAge project's Facebook group: <https://www.facebook.com/groups/newpilgrimage>

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