

PILOT ACTION REPORT PP6

D.T3.4.4

Version 1
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1. Introduction

1.1 Project index number and acronym	CE1013 REFREsh
1.2 Name and number of responsible partner	Municipality of Piran, PP6
1.3 Number of deliverable and title of the pilot action	D.T3.4.4 Report of Pilot action for integration of creative scene Piran: Cultural Reutilization of salt warehouse Monfort
1.4 Investment location (country, region, town, municipality)	Slovenia, Coastal Karst region, Piran, Municipality of Piran
1.5 Period of testing	October 2019 - September 2020
1.6 Delivery date	09.2020
1.7 Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html

2. Description of the pilot action

The Municipality of Piran implemented its Pilot Action in the renovated space, a multipurpose space for cultural events, photo exhibitions, presentations of local products/crafts with involvement of trade/service scene. Pilot actions served to test our reutilization concept.

1. FONS ISTRIANO - The October Festival of Our Flavors (11.-12. 10. 2019)

A cultural event where visitors were able to learn about Istrian culture and tradition, taste gastronomic specialties made with typical local ingredients, such as salt from the Sečovlje salt pans, accompanied by a glass of good local craft beer or wine. Typical Istrian games were played during the day event (card game and others). The event lasted for 1,5 days, thanks to sunny weather many people visited the event, we estimate 1200 visitors. The Hungarian ethnic community from Slovenia responded to our invitation and enriched the cultural events with their music groups and food tasting.

2. TRANSNATIONAL PHOTO EXHIBITION (24. 7. 2020)

The REFREsh International Photo Exhibition shows the industrial and work traditions from the five regions of the project partners and can be viewed also in the international digital catalogue and as a virtual exhibition. 30 photographs are exhibited, 6 from each PP region.

The photographic contest was launched on 28 November 2019 and lasted until 15 December 2019. The theme of the contest was the presentation of the region through old crafts and arts, traditional trades and abandoned industrial facilities. 7 authors with 21 photographs applied for the contest. The committee selected 4 photos made by 3 authors. The Maritime Museum Sergej Mašera Piran that manages the Museum of Salt-making, situated at the Sečovlje salt pans, kindly give us permission to display 2 historical photos related to salt, made by Josip Rošival between 1960-1962.

The Transnational photo exhibition was officially opened in the salt warehouse Monfort on July 24th. Due to limitations aimed at preventing the spread of SARS-CoV-2 there were restriction about gatherings



allowed so not many people could attend the opening physically, only 14 persons attended. However, we made a video, a virtual exhibition, with the short interview of 2 authors. It's uploaded on Municipality's YouTube channel <https://www.youtube.com/watch?v=Yydx01xs7q4> and <https://www.youtube.com/watch?v=W9oKANC40mw&t=7s>

The exhibition remains in the renovated space of Monfort as a permanent exhibition and will be available to the public at all public events when permitted.

3. HOMEMADE FROM ISTRIA (11.09.2020)

It was a physical exhibition of local products and crafts. Due to limitations aimed at preventing the spread of SARS-CoV-2 there were limitations on the number of visitors allowed at the events. We had to obtain special permission and follow all the instructions so the organization of the event was really challenging.

At the event local delicacies, Istrian crafts, Istrian folk costumes, dance and music and maritime heritage was presented to the public. They could learn about typical Istrian craft: making baskets, sewing fishing nets, making nautical knots, building fishing boats and traditional salt harvesting.

We estimate that 200 visitors visited the event. A video was also made and it is uploaded on Municipality's YouTube channel <https://www.youtube.com/watch?v=o6oKpeYjXAc>

The event was disseminated through social media and web page of the Municipality and Tourist board Portorož.

3. Costs of the pilot action

The estimated cost of the implemented works in the AF, total 50.000 €:

- levelling of the floors (460 m2):42.000 €

Equipment:

- Purchase and installation of a custom-made wardrobe wall: 8000 €.

Realized cost of the implemented works, total 62.554,73 €:

- levelling of the floors (460 m2): 53.632,70 €

Equipment:

- Purchase and installation of a custom-made wardrobe wall: 8.922,03 €.

Cost of the testing phase - Pilot Action were in total 3.289,10 €.

4. Impact and benefits

The Pilot Actions gave to the Municipality of Piran and the stakeholders the opportunity to test the new space for the implementation of cultural activities. This is a great opportunity for local citizens to revitalize local cultural life, involving from young people to the elder ones.

The space was in use from the conclusion of renovation works and it keeps being reserved a year in advance. A lot of traditional yearly events are now happening in Monfort. This mean that there is huge interest for such spaces. It's an opportunity for local community to plan and organize events as the space could be used for many different events.

What we discovered is that such a space was really needed and that we should work on revitalizing new unused spaces by preserving their history and cultural heritage.

5. Sustainability and transferability

Implemented pilot actions gave a clear sign that an unused space, cultural monument or other, could be given new life with little investment cost and new ideas for the content given by the community. The important thing is that the local community is involved in the planning of the contents of the renovated



space and that it is in line with the strategies of the local community and region. The whole idea is easily transferrable and has 2 important impacts - you give the local community new space for their ideas and at the same time you preserve a building/space.

6. Good practices

The main lesson learned in implementing and developing the idea of the integration of the building restored in the local cultural and creative scene is that it is fundamental to share every step with stakeholders and final users. The Municipality of Piran, as local public authority and owner of the building, has tried to involve as much as possible final users and stakeholders in giving suggestions and proposals about their effective needs in terms of spaces, type of activities to be implemented in the renewed premises and perspectives for the integration of the different requests.

7. Legislation and regulation

The pilot actions were organized in accordance with the law and regulations. The space has some special regulations due to the fact that it is a cultural monument, but still most of the events can be carried out in the space.

The only real problem were the limitations aimed at preventing the spread of SARS-CoV-2 so there were some limitations on the number of visitors allowed at the events and some special instruction.

8. Contribution to equal opportunities and non-discrimination

Pilot actions were all public events, everybody was welcomed, and due to the fact that this is a big open space at the ground level, also people with mobility impairment have an easy access to the event, which is the advantage of this space.

9. Conclusions and further suggestions

The salt warehouse area is an exceptional cultural monument that needs to be preserved, which is also evident through the wishes of the local population, tourist orientations and strategies of the Municipality of Piran. The area has an exceptional strategic position and has already acquired certain contents over the course of time, which the Municipality of Piran, as the owner, wants to preserve in the building. The space is available for different kind of events and keeps to be booked quite in advance, so the main message is that such space was really needed. Which is an encouragement for the municipality to support such projects.

10. Photos and references



1. TRANSNATIONAL PHOTO EXHIBITION (24. 7. 2020)

VIDEO: <https://www.youtube.com/watch?v=Yydx01xs7q4> and
<https://www.youtube.com/watch?v=W9oKANC40mw&t=7s>





2. HOMEMADE FROM ISTRIA (11.09.2020)

VIDEO: <https://www.youtube.com/watch?v=o6oKpeYjXAc>



