

Strategic project of the programme Interreg Italy-Slovenia »MULTISENSORIAL EXPERIENCES LINKED TO THE CASTLES AND VILLAS OF THE CROSS-BORDER REGION FOR EXCELLENCE IN TOURISM« (1. 1. 2019-31. 12. 2021)



NEWSLETTER: INTERREG ITALY-SLOVENIA. 'MERLINC'V' PROJECT

Number 17, October 2020

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»This project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund.«

NEWS PREVIEW: INVITATION TO A VIRTUAL WORKSHOP »THE CREATIVE LANGUAGE OF TOURISM - FROM PLACE IDENTITY TO TOURISM PRODUCTS AND SERVICES«

At the moment, tourism is not a focal point of our attention, which does not mean we do not anticipate a full recovery of tourism activity as soon as the health conditions are restored to normal. It may well be that values like authenticity and naturalness will gain on importance. Such feelings are undoubtedly linked also with the language used in tourism. Is it not true that a pleasant vacation is a result, among other things, of a genuine, friendly and efficient communication?

THE CREATIVE LANGUAGE OF TOURISM - FROM PLACE IDENTITY TO TOURISM PRODUCTS AND SERVICES - workshop led by Dr Vesna Mikolič, a linguist and an expert in tourism discourse.

Within the scope of the MerlinCV project, we organise workshops on creative and efficient communication in tourism, both in traditional as well as new media. The first part will be dedicated to the types of communication in tourism, the second will deal with branding and authenticity of tourism products, the third part will shed light on linguistic means by which we build an engaging story to capture interest. The workshop is intended for tourism operators, advertisers in tourism, tour guides and anyone involved with language usage.

The workshop will be presented using Zoom and is scheduled for: 24 November in the morning and 30 November in the afternoon. On the above dates the workshop will be held in Slovenian language.

Please, sign in to the workshop using the following e-mail: merlincv@zrs-kp.si, you can also follow us on social media where detailed information and any eventual changes will be posted: <https://www.facebook.com/interregmerlincv/>.

Kindly invited!

ACTIVITIES CONNECTED WITH THE VALORISATION OF CULTURAL AND NATURAL HERITAGE: CASTLES AND MANSIONS WELCOMING VISITORS IN THE VIPAVA VALLEY, PART 2: LOŽE MANSION

In the previous Newsletter number, we introduced some of the castles and mansions of the Vipava Valley. Even though tourism development in the Vipava Valley is mainly connected with culinary and wine tourism, and the region is popular among nature and sporting enthusiasts, there are also many castles and mansions in the area which represent an important part of the local cultural heritage. The tourism potential of the castles and villas is not yet developed to its full extent. There are numerous buildings with a rich history and an interesting architecture that are waiting to be discovered.

In the previous Newsletter we dedicated an article to Rihemberk Castle, whereas this time we will present you a mansion in the village of Lože in the Upper Vipava Valley. The mansion has an interesting history and was used by the noble house of Cobenzl who had an important influence on the highest policies of the Hapsburg Empire in the 18th century. This late Renaissance mansion is an impressive architectural structure overlooking the vineyards and the village of Lože and luring visitors to come closer. Unfortunately, the mansion is not known to many due to the lack of adequate tourism services.

Its history is rich and turbulent. A palace stood in this place as early as the 12th century, providing lodging to a ministerial family of Leitenburg; that is where the village got its name from. In the following centuries the ownership of the palace changed hands many times, however, the greatest mark was left by the Cobenzl family of Carinthian origin who were one of the most important families in the Austrian Empire in the 17th and 18th century. Its present appearance originates from mid-17th century when the owner was Count Johann Philip Cobenzl (1741-1810), another famous owner was Count Guidobald Cobenzl. Johann Philip Cobenzl was a distinguished Austrian diplomat and statesman who was in charge of many high-level diplomatic envoys and succeeded Count Kaunitz as Austrian vice-chancellor (foreign minister) in 1792.

After the noble dynasty became extinct in 1810, the property was inherited by Michael Coronini-Cronberg who sold it to doctor Jožef Mayer in 1822. The Mayer family retained ownership of the castle until the World War II. The Mayer family moved to Vipava from Bavaria and soon integrated into the community becoming a strong supporter of the Slovenian endeavours for a cultural emancipation. In the time between the two World Wars, the Lože castle was a gathering place for many Slovenian artists and writers like Venio Pilon, Rihard Jakopič, Avgust Černigoj and France Bevk. In his record Venio Pilon claims that in the period between the two world wars, the castle boasted not only precious interior furnishings but also a substantial collection of paintings of the Coblenz family that passed on to the Mayer family after their acquisition of the castle.

After the war, the castle was nationalised and hosted agricultural school from 1947 to 1961. When the school closed down it was used for lodgings and warehouse. After 1987 the castle was finally emptied and shut down without finding a proper destination for it, due also to rather inadequate maintenance. Regardless of its eroded state, the castle is worth a visit if you combine it with a trip to one of the local wine cellars, farms or restaurants. You should know that the village lies amidst a renowned wine growing region where Zelen and Pinela are two autochthonous wine varieties.

Author: Matic Batič

VISUALISATIONS OF CULTURAL AND HISTORIC LANDSCAPES

In early October, the National Museum of Slovenia in its role as a partner in the Interreg project »Danube Transnational Programme« organised a kick-off meeting titled »Danube's Archaeological e-Landscapes«. The main objective of the project is to make the archaeological heritage of the Danube region more visible and attractive regionally, nationally and internationally, thus to promote sustainable cultural tourism. The project sees the cooperation of the main museums of the region, focusing their work on the most famous archaeological landscapes of the Danube region. By incorporating state-of-the-art technologies, such as Virtual Reality (VR) and Augmented Reality (AR), museum visitors are encouraged to experience the rich archaeological heritage in its original landscapes. Not only within their own countries, but also in the countries of other project partners.

In line with the guidelines and measures to prevent the spreading of the Corona virus, the kick-off meeting took place virtually and continued with a round table organised by the National Museum of Slovenia, the main theme being the visualisation. The extraordinary potential of the archaeological heritage of the Danube region as a source for the development of tourism in the region is hampered by the fact that this heritage is not visible enough to be sustainably managed and used. By “visibility”, not only sheer physical presence of archaeological artefacts or reconstructions of sites is meant, but also the visibility of archaeology for the general public.

A new trend when presenting the heritage to a broader public is the so-called visualisation which can be designed in various ways. When visualisations are concerned with the cultural heritage, they mainly try to reconstruct certain objects by means of modern technologies aiming to present to the user such objects as they were in the past. Besides realistic visualisations of historic and archaeological heritage, new technologies also allow an immediate and attractive presentation of this heritage to a broader public. A problem arises when the experts don't have enough data on the development and history of an object of historic importance. Where can visualisation draw from in such cases? What can be used as a basis for reconstruction of such an object?

This problem represents common ground to both projects, »Danube's Archaeological e-Landscapes« and strategic project »MerlinCV« in which the Municipality of Pivka is taking part. Among the activities of the Municipality of Pivka is the visualisation of the Ravne mansion and the related Šilentabor castle. The latter has a rich history which dates back to the Iron Age when it was a hillfort; it reached its peak at the time of Turkish raids when the castle was the largest fortified system in Slovenia composed of the castle itself and a refuge fort. In spite of its tumultuous past, the available information about the castle itself is scarce. Apart from a depiction of the castle by Valvasor and a scale model by Igor Sapač on display at the Park of Military

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History in Pivka, little is really known about the castle and everyone can try to imagine it for himself.

Visualisation of object such as Šilentabor castle remains a dispute among experts on one hand, who demand accurate data processing based on research and reliable sources, and broader public on the other hand, who want a visual image, something tangible, not only of blank information. The question we are facing when solving this dilemma is how to strike a balance between the two sides, how to combine the available information and transform it into visual image that would stir our imagination.

Author: Ana Čič

EVENT »OPEN CASTLES 2020«



The consortium of municipalities „Comunità collinare del Friuli“ participated in the event OPEN CASTLES 2020 and presented the Interreg project MERLINC V to the public.

In spite of organisational challenges due to the health emergency situation this year, the Consortium for the protection of the historical castles of Friuli Venezia Giulia managed to organize the autumn edition of Open castles. Several mansions of the region have made it possible for the visitors to discover their beauty and learn more about these historical buildings.

The Castle of Ragnogna (6th-18th century) lies in an isolated place surrounded by nature, overlooking the river Tagliamento in the stretch between Ragnogna and Pinzano. The castle has been donated to the Municipality of Ragnogna who is now its owner and uses the venue for various activities and events.

It was open for visitors on Saturday 26th and Sunday 27th of September, only by prior appointment.




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The consortium of municipalities „Comunità Collinare del Friuli“ presented the MerlinCV project and distributed the publication »CASTLES, CULTURE, NATURE AND TRADITIONS OF THE FRIULI HILLS«, explaining to the visitors the objectives and planned activities of the project.

Numerous visitors showed interest in the promotional material and were happy to take home the useful brochure.

The brochure may be downloaded from the website: www.friulicollinare.it, European projects 2014-2020, at the link <http://collinaredefriuli.insiel.it/index.php?id=56899>.

 	
CASTELLI APERTI 2020 - ODPRTI GRADOVI 2020	
MERLINC / MERLINC	
<p>Rinunciato nell'ambito del programma di Cooperazione Interreg V-A Italia-Slovenia 2014 – 2020 del Fondo Europeo di sviluppo regionale e dei fondi nazionali</p> <p>SABATO 26 SETTEMBRE DALLE ORE 15.00 AL TRAMONTO</p> <p>Saranno presenti per dare informazioni sul progetto</p> <p>FRESSO IL CASTELLO DI SAN PIETRO DI RAGOGNA Via Castello 1 33050 Ragogna (UD) www.italocollinare.it</p>	<p>Sofinanciran v okviru Programa sodklovarja Interreg V-A, Italija Slovenija 2014–2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev</p> <p>SOBOTA, 26. SEPTEMBER OD 15.00 DO SONIČNEGA ZAHODA</p> <p>Bojimo se za vašo prihodnost in vam pomagamo pri njej</p> <p>N4 GRADU V SAN PIETRU DI RAGOGNA Via Castello 1 33050 Ragogna (UD) www.italocollinare.it</p>
www.ita-slo.it/merlinc	
<p>Partneri del progetto</p> 	



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CULTURAL AND NATURAL HERITAGE AS A NEW POTENTIAL FOR SUSTAINABLE TOURISM DEVELOPMENT: CULINARY AND TOURISM CENTRE KULT316



KULT316
KULINARIKA & TURIZEM

Centre of gastronomy and tourism Kult316 which operates within the Biotechnical Educational Centre Ljubljana represents a unique and representative example of modern

educational practice in hospitality, tourism, food technology and nutrition. The restaurant KULT316 offers dishes of the central Slovenian region but also typical dishes of other Slovenian culinary regions. The emphasis is on locally produced food and fresh ingredients, guests may enjoy the seasonal offer. Besides daily lunch they also organize culinary events and thematic evenings.

KULT316 also provides innovative culinary experience in the form of workshops »Tastes of Ljubljana« under the guidance of chefs; these workshops are the result of the project »I enjoy tradition« included among events of »Slovenia - European Region of Gastronomy 2021«. The workshop participants learn about the dishes of the Ljubljana region, the preparation of such dishes and the culinary experience of combining food with the right wines.

You can take a virtual stroll through KULT316: https://www.google.si/maps/uv?hl=sl&pb=!1s0x477acd1f8bba469d%3A0xa4ddcba0d0b5413b!3m1!7e115!4s%2Fmaps%2Fplace%2Fkult316%2F%4046.0960217%2C14.4674342%2C3a%2C75y%2C54.46h%2C90t%2Fdata%3D*213m4*211e1*213m2*211sEsGBz6nDpmSEzvEqpcW07w*212e0*214m2*213m1*211s0x477acd1f8bba469d%3A0xa4ddcba0d0b5413b!15sCglgAQ&imagekey=!1e10!2sAF1QipP3tzvYpDfxCcKlACJxl8nbLXe6jKvrXPS08nF-&sa=X&ved=0ahUKEwiy5eGl8vHVAhWCORQKHQ1sBxUQpx8IfjAM&activetab=panorama



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Project web site: www.ita-slo.eu/en/merlincv

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