



Project Title	Post ALphabetical Interactive Museum using Participatory, Space-Embedded, Story-Telling
Project Acronym	PALIMPSEST
Priority Axis	
Specific Objective	 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area
Lead Beneficiary (LB)	Research Committee University of Ioannina, Department of Fine Arts and Art Sciences
Project Partner 2	Region of Epirus
Project Partner 3	University of Bari - CAP
Project Partner 4	Province of Lecce
Objectives of the project	PALIMPSEST's overall objective is to revalorise cultural heritage assets creating an augmented reality experience that will attract high-quality tourism and smart growth in less developed areas. An additional layer can transform the city in a laboratory where artists, HCC and ICT experts collaborate and interact.
Expected Results	Development and application of technological innovation in a user friendly way to meet the real needs of the end-users and contribute to the joint design and application of smart and sustainable actions for all-year round touristic development and economic growth in the CB area
Output UniBa	Design of site-specific artistic installations. An Art Competition and workshops will lead to the selection of the installations to be implemented. Implementation of the artistic, interactive installations in the city and the interconnection of Map, App and installations. Production of a Cross-border Action Plan regarding the common policies and actions for revalorising cultural assets through smart growth and tourist development in the cross-border area.
Total Project Budget	899.924,02
Total Budget UniBa	193.600,00
Contacts	Prof. Giuseppe Pirlo (giuseppe.pirlo@uniba.it) Dott.ssa Maria Zerbinotti (maria.zerbinotti@uniba.it)



*Interreg V A Greece-Italy Programme is a European Territorial Cooperation Programme that aims to help **public institutions** and local stakeholders to develop cross-border projects and pilot actions and to create new policy, products and services, with the final goal to improve the citizens' quality of life. Strategically, the programme will enhance innovation in a number of fields such as blue growth, tourism and culture, agro food and cultural and creative industries.*

Interreg V A Greece-Italy Programme aims to get maximum return from EUR 123 million financed per 85% by European Regional Development Fund (ERDF) and per 15% by the 2 member states through a national co-financing.

Priority Axes



The involved Regions are:



Joint Secretariat: info@greece-italy.eu

www.greece-italy.eu

