

Interreg - IPA CBC 
Greece - Albania

NEWSLETTER Nr. 2



SMARTIMONY and the **UNESCO** Methodology

While the tangible nature of the **Cultural Heritage Environment** consisting of natural and man-made assets is easily perceived by the consumer, hence visitors, the intangible nature of a heritage place requires a complex layering of information presentation until it is ready to perform as a concrete entity in the cultural heritage consumer's eyes.

This is the challenge that **SMARTIMONY** project has chosen to face adapting the **UNESCO** methodology for the valorisation of 40 geolocations in the cross-border area.

This methodology assists the partners to tackle the following issues:

- 1) how to embed technical and socio-historical information into a compelling narrative, so as to facilitate knowledge acquisition;
- 2) how to exploit the technology intense experience to impact the cognitive paradigm;
- 3) how to create a paradigm, where non-captive audiences engage in a self-directed learning, which in turn lead to the formulation of three hypotheses:
 - the communication of monuments with compelling stories generates new demand for cultural experiences;
 - the incorporation of technology in heritage education enhances cultural capital and creates a new cultural mobility pattern;
 - the involvement of stakeholders in the design of cultural offers reforms the local supply-demand pattern at places with cultural significance.

Read the following number of this newsletter for more information.

Website update with cultural content

The **SMARTIMONY** partners have the pleasure to announce that the project website www.smartimony.eu, which was developed by the LB-University of Ioannina, is active and dynamic.



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Partnership



UNIVERSITY OF IOANNINA
K I C
LABORATORY OF KNOWLEDGE & INTELLIGENT COMPUTING

Laboratory of Knowledge and Intelligent Computing - University of Ioannina
Greece

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ΕΥΡΩΠΕΟΣ ΘΕΣΣΑΛΙΑΣ
ΔΗΜΟΣ ΙΓΟΥΜΕΝΙΤΣΑΣ

Municipality of Igoumenitsa
Greece

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PRERFTETI QARKUT GJIROKASTRIT

Prefecture of Gjirokastra
Albania

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RCDC

Regional Center for Development and Cooperation
Albania

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Disclaimer

This webpage has been produced with the financial assistance of the European Union. The content of the webpage are the sole responsibility of Project's Beneficiaries and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority.

Partners are intensively contributing to enrich this window with information that will serve the cross-border community and the wider public. The following link <https://www.smartimony.eu/thematic-content/> introduces proudly the 40 geolocations of the heritage corridor selected by the partners.



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- Experiential Heritage Corridor >
- Arta, Greece
- Gjirokastra city, Albania
- Gjirokastra suburbs, Albania

Gjirokastra suburbs, Albania



The Ancient Site of Antigonea



Church of the Dormition of Theotokos



The Ancient site of Andrianoupoli



Kordhocë Bridge



Ali Pasha's Bridge



Libohova Fortress



The Fortress of Paleokastra



Kardhiqi Fortress



Libohova Sycamore Tree



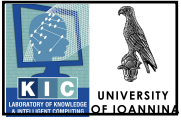
Church of the Monastery of the Dormition of Theotokos in Goranxi

In the meantime, the assessments of these geolocations are under way and will be introduced to you starting from the next newsletter. Follow us on the **website and the social media**.

SMARTIMONY INFO DAY

The Regional Center for Development and Cooperation (www.rcdcalbania.org) organized on the 12th of February 2021 the Information Day of the SMARTIMONY Project in the city of Gjirokastra, Albania. This event was held online and onsite. It aimed to inform the public of SMARTIMONY's objectives and expected results. Follow us on the **website and the social media**





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