

Acronym – rurAllure

Title – Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes

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Sector – L-ant07

Iuav Role – partner

Lead partner – University of Vigo

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Iuav budget – € 55.601,99

Funding to Iuav – € 55.601,99

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Description – The rurAllure action aims to leverage the state-of-the-art in information technologies in order to promote rural museums and heritage sites in the vicinity of major European pilgrimage routes. The goal is to foster symbiosis between the rural environment and the pilgrimage routes, so that the ongoing investment in the latter permeates to the nearby rural areas and, the other way round, the cultural experience of the pilgrimage is enriched by the vast cultural heritage that most often goes unnoticed. rurAllure will connect cultural heritage collections and venues to present Europe's cultural heritage in the wider historical and geographical context, leveraging the role of museums in preserving and managing cultural heritage, and collaborating with national and transnational associations to develop and promote cultural tourism. It will also foster sustained cooperation between museums and heritage sites to increase European public interest, cultural tourism and the innovation potentials of these institutions for heritage sciences and the cultural and creative sectors. Finally, it will conduct work to identifying gaps and obstacles, as well as best practices and fields where research and innovation can develop new solutions for successful cooperation.

Objectives – The goals of rurAllure are the following:

- To establish a network of institutions to work on the promotion of cultural venues and heritage sites from the rural environments of Europe, in the vicinity of pilgrimage routes.
- To develop studies from historical, cultural, sociological and economic perspectives, to understand and exploit the opportunities linked to the promotion of rural heritage as an added value to enrich the pilgrimage experiences.
- To analyse the role that urban cultural and touristic institutions can play in the network, deriving visitors to the nearby rural environment.
- To assess the strategies and recommendations derived from the aforementioned studies in four pilots, conducted in regions of Europe traversed by different transnational pilgrimage routes, and focusing on different facets of Cultural Heritage relevant to regional development.
- To create a comprehensive geolocative open database and an interactive map of European rural venues and heritage sites, in different levels of proximity to the main pilgrimage paths, and a directory of relevant stakeholders active in the promotion of culture and tourism: public authorities, tourism stakeholders, cultural and creative sectors, etc.
- To exchange best practices and lessons learnt in the pilots all over Europe, by publishing reports on strategies and results, and by organising events to inform regional, national and international policymakers.
- To define an agenda with key research and innovation challenges for the decade.
- To develop mobile apps to offer functionalities to the pilgrims.
- To assemble and deploy a content management system as a backend for the mobile apps, offering features to innovate around the new possibilities created by digital media.

Website – <https://rurallure.eu/>

Facebook – <https://www.facebook.com/rurallure>

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