

Acronym – ADRILINK

Title – Adriatic Landscape Interpretation Network

Scientific coordinator – Matelda Reho

Department – Department of Architecture and Arts

Sector ERC – SH2_9

Iuav Role – SH2_9

Lead partner – Comune di Jesi

Duration – 30 months

Start – 01/02/2020

Closure – 31/07/2022

Project budget – € 2.409.446,70

Iuav budget – € 69.300,00

Funding to Iuav – € 69.300,00

Source of funding – EU Call: Interreg ADRION – Second call for proposals – Priority Axes 2

Description – ADRION area is well-established tourism destination with intensive short summer season, but limited tourism in other parts of the year. However, potentials for developing all year tourism destinations are many and natural, cultural, historical heritage sites and local realities can play an important role: this is the main project challenge.

By promoting activities for valorising European natural and cultural heritage as key layer of human well-being, the ADRILINK project contributes to strengthen the Adriatic Region Identity as unique touristic destination. It is conceived as a "Community-Based Project" where the community is the key actor in "thinking/rethinking" its own landscape, using different interpretative keys as history and arts, culture, crafts, paths and traditions, typicality in order to rebuild its own past, understand the present and plan the future as well.

Objectives – ADRILINK general objective is to promote Landscape Tourism in Adriatic Region through the creation of a network of Landscape Interpretation Centres, conceived as nodal points of selected thematic paths and routes, digitally connected through an ICT platform, ensuring the integrated management of tourist services, fostering innovative solutions. The project provides new models of sustainable tourism management aimed at reducing tourism seasonality through the valorisation of natural and cultural landscapes as common assets that can be visited throughout the year.

Website – adrilink.adrioninterreg.eu/

Facebook – www.facebook.com/adrilinkproject/

Instagram – www.instagram.com/adrilinkproject/

