

Acronym – CREW

Title – CREW: Crossing views – Visioni incrociate

Scientific coordinator – Lorenzo Fabian

Department – Department of Architecture and Arts

Iuav role – Project Partner

Lead partner – SDAG – Intermodal terminal of Gorizia

Duration – 30 months

Start – 15/04/2024

Closure – 14/10/2026

Project budget – € 1 332 547.38

Iuav budget – € 250 000.00

Funding to Iuav – € 250 000.00

Source of funding – Interreg VI-A Italia-Slovenia 2021-2027 – Standard Call No. 02/2023

Description – The project addresses the challenges that Interreg VI A Italy-Slovenia Programme faces with reference to the Specific Objective 4.6, aiming to strengthen the tourist attractiveness of the crossborder area of Gorizia, Šempeter-Vrtojba and neighboring areas. This aim will be addressed through integrated initiatives in the field of culture and urban and territorial planning, with particular reference to sustainable mobility, maximizing the positive impact in terms of social inclusion, liveability and employability. In addition, in order to optimize resources, the project will exploit synergies with the initiatives linked to the European Capital of Culture 2025 Nova Gorica – Gorizia.

The project will act on three critical macro-issues:

- the underuse and partial degradation of crossborder areas, seeking measures to reverse the downward spiral generated by the collapse of the border economy;
- the lack of integration between tourist services for the promotion of the territory and the cross-border peri-urban areas of Gorizia and Šempeter-Vrtojba, with the consequent need to develop a cross-border tourist offer integrated with local communities, ethical and eco-sustainable;
- the persistence of linguistic and cultural barriers that hinder the integration of local communities and minorities, which in the project will be overcome by artistic and cultural initiatives having the concept of border as their common thread.

Objectives – The output of this process will be a strategic masterplan, which will also identify action plans for the relaunch of the border territory through the valorisation of the tangible and intangible cultural heritage, with particular attention to respect for the environment and accessibility, according to the vision of the New European Bauhaus.

From the identified scenario, pilot actions of both tourist and cultural nature will come to life within the project: thanks to a structural redevelopment intervention, the project will allow for the opening of a multifunctional centre, to support tourists in the area, with particular attention to eco-sustainability by encouraging the use of public transport shared with zero impact, the adoption of eco-friendly and digital solutions. In addition, the project will develop a new artistic and cultural vision of the cross-border area by enhancing the tangible and intangible cultural heritage of the area in favor of the integration of cultures, also in terms of digitalisation and accessibility (cross-border sculpture park, graffiti, exhibitions, cultural and educational meetings ...).

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