



Title – META-VILLAGE

Scientific coordinator – Laura Fregolent

Department – Department of Architecture and Arts

Iuav Role – Partner

Lead partner – ASCOM Servizi Padova S.p.a.

Duration – 12 months

Start – 01/12/2024

Closure – 30/11/2025

Project budget – 224.163,29 €

Iuav budget – 25.080,35 €

Funding to Iuav – 25.080,35 €

Source of funding – Cascade Call Changes_Crest_2 for the support of project proposals aimed at the implementation and field testing of “Bottom-Up” Actions for research on Sustainable Cultural Tourism in Central and Northern Italy, issued by Ca’ Foscari University of Venice, Spoke 9 – Cultural Resources for Sustainable Tourism, “CHANGES” Enlarged partnership (PE00000020). Funded under the National Recovery and Resilience Plan (NRRP), Mission 4 Component 2 Investment 1.3 – Funded by the European Union – NextGenerationEU.

Description – The project explores and tests “phygital” solutions for sustainable cultural tourism, in order to regenerate the cultural village ecosystem of internal areas of the Belluno province that are suffering social-economics setbacks. This will be implemented by seizing the opportunity of the Cortina Winter Olympic Games of 2026 for an improved flows management and the promotion of tangible and intangible heritage. The aim of the project is the realization of a Meta-village combining digital experiences, civic engagement, experimental and networking activities, both as a live experience and as a virtualization in the Metaverse where users will experience multiple dimensions.

Objectives – The expected results of the project include the realization of:

- A participatory governance model for the cultural touristic development of villages in the internal areas of the Belluno province
- Alternative routes to overloaded traditional destinations in close connection with local communities, for the safeguarding and promotion of villages as both biodiversity and sustainable tourism factors and attractors
- Digital storytelling contents for the historical, artistic, archaeological, ethnoanthropological memory
- A recreated narrability of villages featuring valuable generative languages, supporting a renewed strategy against depopulation and as a landscape attractiveness enhancer

The project has been designed to reiterate its effects over the middle-long term through a regenerative and self-fueling model acting on three strategic leverages:

- The creation of village revitalization participatory process through art, culture and modern technologies;
- The creation of multi-media products for the cultural and touristic promotion of the landscape, with effects on the cultural as well as economic and socio-ecological revitalization of mountain villages;
- The commitment of the proposing network to support the revitalization and the interconnection of the cultural and touristic sector of the villages in a wider ecosystem capable of sustaining the results over time.