

## Adriatic Museums a Must-See for Visitors

### Seven Renovated Exhibitions on View from Italy to the Balkans

*Postojna, 26 May, 2015 – Karst, karst formations, flora and fauna, marine ecosystems and the ethnographic heritage are the themes of the seven museums and exhibitions along the Adriatic, which are now, thanks to the joint IPA Adriatic Cross-Border Programme presented to the visitors in a more interesting and understandable way. This was also the main objective of the international project Museumcultour – “Adriatic Museums Enrich Cultural Tourism”, which was participated in by seven partners from the area of museums and heritage attractions from Italy, Albania, Montenegro, Croatia and Slovenia. The results and the contributions of the project to the development of cultural tourism were presented in detail at the final press conference in the Notranjska Museum in Postojna.*

During the creation of the new and the enrichment of the existing exhibitions, the main goal of the partners was to form an interpretation which is in sync with the needs of the audience. A successful interpretation is a lot more than just feeding information to the visitors. It has to establish a link which people will find important and remember. The partners have obtained the necessary knowledge for this in several ways; through education on the interpretation of heritage which has been upgraded with a manual on interpretation with the help of the consulting agency Igemakers, through the academic exchange of professional experience and through the preparation of a marketing strategy.

In the end, the results were assessed by an expert group, which travelled from Slovenia to Albania for a week and assessed the individual locations. The group found that the partners had very successfully applied the newly acquired knowledge and recommendations in the planning, design, interactive presentations and the interpretation of the museum heritage. There are a number of interactive tools, while the messages, supplied to the visitors, are very clear and unambiguous. The partners also considered recommendations to meet the needs of different target groups, e.g. adjusted the interpretation for children. Some exhibitions, which were included in the project, were partly rebuilt, while others were set-up completely from scratch. All were however very sensibly included in the existing offer of the place or museum. The personal interpretation of guides has proven itself as particularly excellent, since it gives additional special value to the products.

At the conference, the participants also learned about both exhibitions, which were newly created in Postojna through this international project. These exhibitions are the Karst Museum, which is the reference point for the presentation of the classical karst in Slovenia and wider, and the EXPO exhibition on the Postojna Cave and karst, showcasing the karst landscape and the Postojna cave as its most unique phenomenon.

**Partners:** The Province of Ascoli Piceno (Italy), Delta 2000 (Italy), the Knowledge Centre Postojna, the Organizational Unit of the Notranjska Museum (Slovenia), Postojnska jama d.d. (Slovenia), the Natural History Museum Rijeka (Croatia), the Natural History Museum Montenegro (Montenegro), and the National Centre of the Berat Museums (Albania).

**Associate partners** are the Ministry of Culture of the Republic of Slovenia, and the Tourist Board of the Kostrena Municipality from Croatia.

The project, worth €2.2 million, is co-financed by the European Union from the resources of the IPA Adriatic Cross-Border Programme.