

Development and valorization of  
port museums as natural and  
cultural heritage sites

# MUSE

19° October 2022



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Greece-Italy**

European Regional Development Fund



EUROPEAN UNION



ΛΙΜΑΝΙ ΚΕΡΚΥΡΑΣ  
  
PORT OF CORFU





# PARTNERSHIP

B2 CIHEAM Bari

LB Municipality of Tricase

B4 Corfu Port Authority

B3 The Sacred Town of Messolonghi

B5 ERFC





**BENVENUTI | WELCOME**  
NEL PORTO MUSEO DI TRICASE, ECOMUSEO DI VENERE  
IN THE PORT MUSEUM OF TRICASE, ECOMUSEUM OF VENUS  
**Investire in cultura e natura per il futuro!**  
Investing in culture and nature for the future!  
[portomuseotricase.org](http://portomuseotricase.org)  
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# *Portus Veneris...our starting point*

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UNDERSTAND



RE-ADAPT and



RE-USE

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# UNDERSTAND

- Centrality of the local coastal community;
- Port Museum identity
- Local cultural heritage awareness
- Sense of belonging
- Network of relations

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# PORT MUSEUM DEVELOPMENT METHODOLOGY: A USER MANUAL

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RE-ADAPT

Tricase Port Museum “speaks” through items...

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...faces, flavours..

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Municipality of Sacred Town of Messolonghi:  
a lagoon as an inexhaustible resource  
for the local economy...

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....and a place of peaceful co-existence  
among different communities

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Preserving a millenary heritage...

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...of navigation knowledge and become  
one of the most important Ports in  
Mediterranean Sea...

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RE-USE

a unique cross border identity based on different coastal cultures...how is it possible?

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...meeting coastal communities

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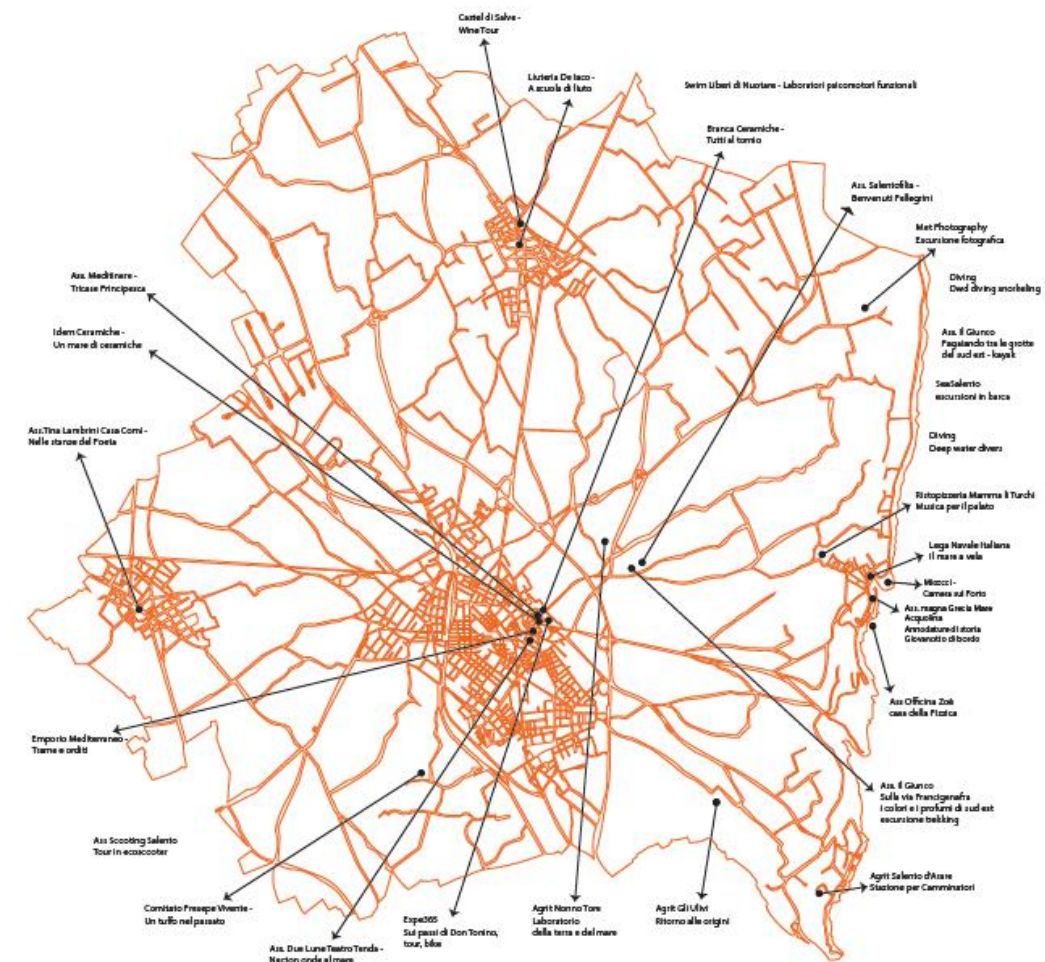
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...involving local stakeholders to develop a local tourism offer of experience trails

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...organizing educational tours and B2B  
among local tour operators

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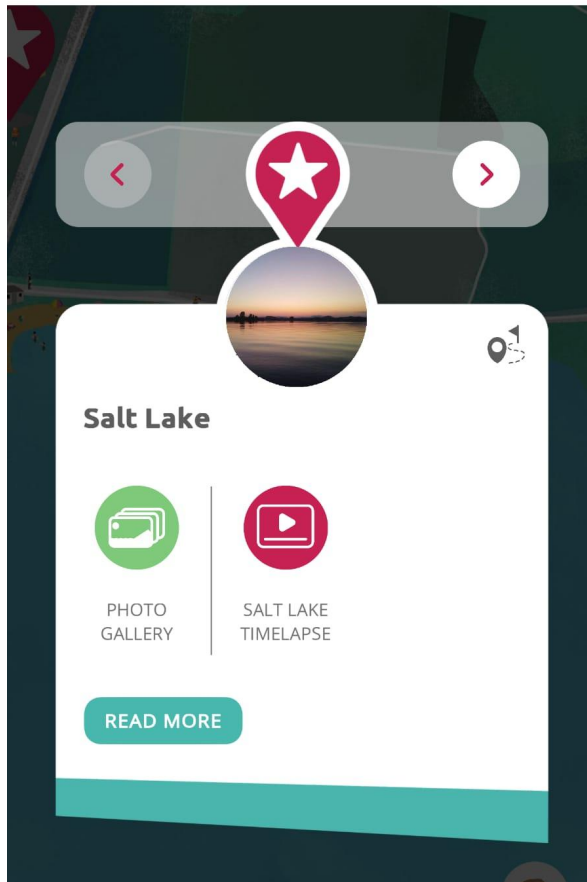


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# Launching NetPort: an app of augmented reality on MUSE Ports Museum Network

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“main objective in proposing an experience is bringing a little of happiness in people’s life”

*Andres Braz – experience design manifesto*

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## GRAZIE

