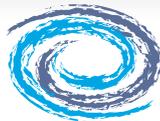


Bridge Trad



BRIDGES OF HISTORY AND TRADITION



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INVESTING IN OUR FUTURE

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NEWSLETTER

N. 3



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New stories and new itineraries, with beauties yet to be explored, will soon be available to all those that will have the desire to admire a new aspect of Apulia thanks to the project "Bridge of History and Tradition" (acronym "Bridge.Trad"), funded within the European Union Cross-Border Cooperation Programmes (Territorial Cooperation Greece - Italy 2007 - 2013) and implemented in the regional territory by UPI Puglia (Regional Union of the Apulian Provinces).

The bridges, already identified by the team of experts (architects, art historians and surveyors), are 27. The team has prepared, for each one of them, a specific "data-sheet" where to collect all the information regarding their description as well as all the historical and general data.

The overall objective of the Cross-border center, that is being set up inside the Palazzo of the Province of Bari, will be to actively contribute to the development of the capabilities and to manage the preservation, the knowledge and the progress of the cultural heritage of the Country, represented in this case by the traditional stone bridges (and other equivalent assets), that can constitute a cultural attraction within the specific tourism sector.

The Center will function as a research, information and knowledge laboratory as, since the beginning, the aim of this ambitious and innovative project has been to discover and identify the stone bridges located in the neighboring areas, to conveniently document them and to archive the information collected on the basis of precise criteria. The activities carried out within the Center will also focus on the exchange of complementary information among architects, engineers and stone art historians for the construction of bridges and will represent the logistic unit where all the technical and scientific meetings will take place. Such meetings will regard the launch of information actions, the organization of workshops, the processing of the technical and scientific data, the systematic actions of the ongoing monitoring and evaluation, the planning of the tourism marketing aiming to develop a thematic tourism.



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The Information center will also function as a connection center with the info-points that will be arranged in the premises of the most significant areas, where the presence of the bridge assumes a particular importance. An expert in economy and business organization has drawn up an implementation plan that contains also all the necessary specific equipment needed for the setup of the Center. The team of architects produces daily reports in order to allow the expert in monitoring and evaluation, Mr. Walter Merico, to verify and monitor the progress of the works for the complete realization of the Center.

After the detailed census that the team of architects and art historians have launched "on site" throughout the entire regional territory for the survey and cataloguing of the existing stone bridges, the Development Plan containing the intervention guidelines for the valorization of the surveyed Bridges is being defined on the basis of the mapping and the cataloguing of the Stone Bridges and of other equivalent cultural, landscape and environmental heritage.

This involves a real strategic planning that, on the basis of the launch of the Cross-Border Cultural Promotion Center, will be made available to all the stakeholders (public and private) within an itinerary of integrated territorial strategy for the protection and valorization of the stone bridges, that will be connected to new touristic routes.

This Plan will be linked to a Territorial Marketing Plan with a system of touring itineraries for a cultured and integrated fruition of the territory. In order to achieve such goals it is planned to implement dedicated photographic campaigns and to conduct, with the cooperation of expert operators, a historic-iconographic analysis of the urban and extra-urban cultural heritage represented by the Stone Bridges. The publications will also contain the itineraries with the relevant maps, cartographies and layout plans (elaborated within the Communication Plan). The texts, the photographs, the images, the maps and the cartographies will also be used for the production of leaflets, brochures and mini-guides. The experts have also prepared and administered, to specific professional categories, about 300 questionnaires aiming to evaluate their level of knowledge as to the existence of stone bridges in our region.

The team of experts of the Bridge.Trad project will rely on the collaboration of a Technical Scientific Committee composed by architects, engineers and art historians, whose professionalism is acknowledged throughout the entire national territory. Their precious contribution will represent a fundamental "guide" for the reaching of the forthcoming project objectives.