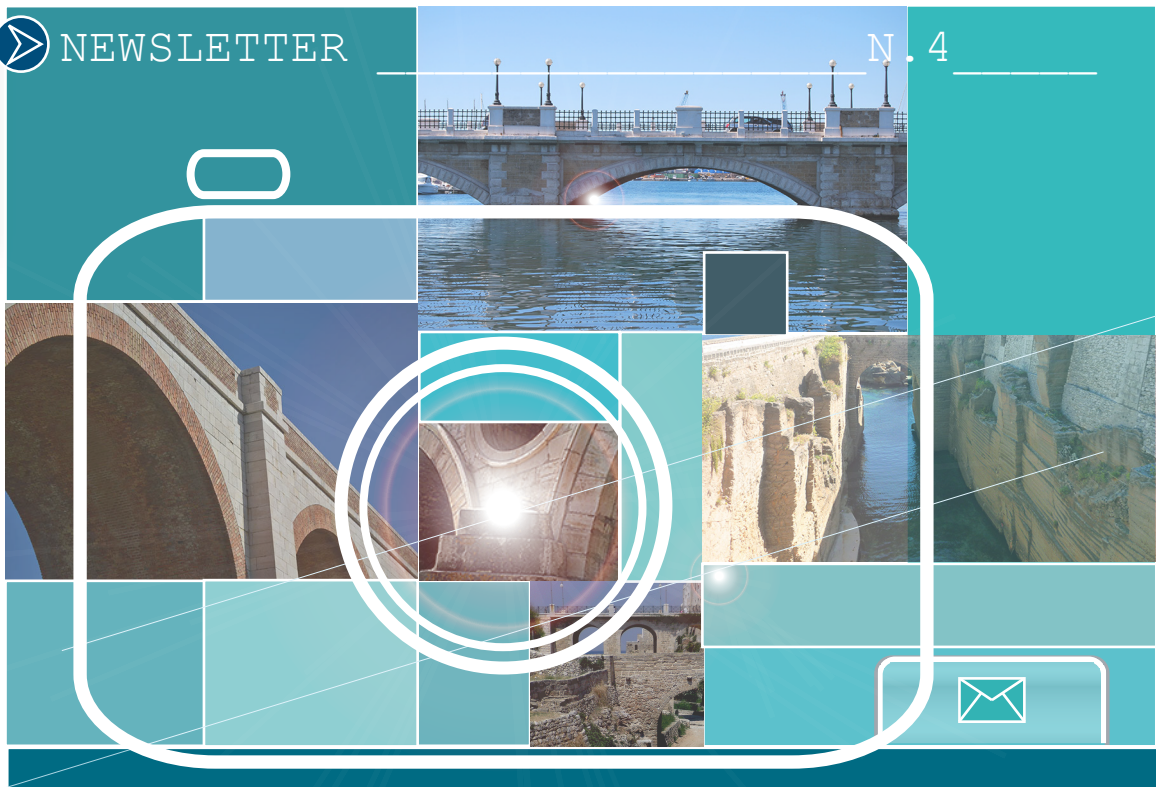


European Territorial Cooperation Programme

**Greece - Italy
2007-2013**

INVESTING IN OUR FUTURE

Co-funded by the European Union (ERDF)
and by National Funds of Greece & Italy



Bridge Trad

AN IDEAS COMPETITION AND A FOTOGRAHY WORKSHOP AIMING TO VALORIZE THE STONE BRIDGES EXISTING THROUGHOUT THE ENTIRE APULIAN TERRITORY, FROM GARGANO TO SANTA MARIA DI LEUCA.

After the conclusion of the census and the cataloguing of the most important stone bridges existing throughout the entire Apulian territory and after the preparation and the administration to specific professional categories of about 300 questionnaires aiming to evaluate the level of knowledge as to the existence of stone bridges in our region, the project "Bridges of history and tradition" carries on with new initiatives regarding the valorization of the bridges and of the areas surrounding them.

The process for the selection of the 4 expert photographers and of the expert in audiovisual techniques, whose competence is acknowledged on a large territorial scale, who will integrate the photography workshop launched for the photographic survey and for the videos of the cultural attractors that have been surveyed with the Development Plan elaborated by the Team of architects has been concluded. The workshop will be attended by anyone that, keen on photography and visual techniques, will consider worthwhile to avail of the experts' activities. High definition snapshots and shootings, aiming to valorize even the less evident for the human eye outlines, will represent the most significant profile of the "on site" research with which they will be, consecutively, promoted within the tourist - cultural scenario.

Continues the commitment of the Team of experts as regards the outline and the draft of the Development Plan: 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. Continues, in fact, the set up of the Cross-Border Center that will be hosted at the 3rd floor of the Palazzo of the Province of Bari. Its location has not been chosen by chance: in fact, on the same floor are hosted the Provincial Library and Picture Gallery. The addition of the Center will complete the tourist - cultural and documentary offer, that will be available to visitors and to whoever wants to further his knowledge of the cultural attractors of the territory.

Within the next days will also be published, on the institutional site of UPI Puglia, the call for proposals regarding an ideas contest for the design, in the areas surrounding three of the bridges, of external settings necessary for the fruition of the "bridge" asset as well as of small service areas necessary for the establishment of a territorial information center. There will be requested the draft of a paper and the proposals will be judged by a commission composed of university professors, architects and experts in the field: the three winning papers-proposals will receive an award of 1.500 Euros each.

BRIDGES OF HISTORY AND TRADITION

