Oggetto: Newsletter Charme #1
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Data: 15/05/2025, 09:59
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Interreg Europe Co-funded by the European Union CHARME

SMART

CHARME NEWSLETTER #1

A new journey begins

Welcome to the CHARME Newsletter!

We are pleased to launch this space where we will share updates, insights, and progress on our project. Whether you're a stakeholder, a supporter, or simply curious about our work, this newsletter is your go-to source for all things related to CHARME project.

In This Issue:

- **What we have done what's coming next**
- **The CHARME community**
- **An insight into CHARME good practices**
- **Get involved:**
  How you can contribute and stay connected

What is CHARME?

CHARME addresses the issue of **Digitisation of Cultural Heritage** as key element both in building the European identity and in fostering innovation, creativity and economic growth.

Digital technologies offer effective tools to create new possibilities for reusing cultural assets for innovative and creative services and products in various sectors, such as heritage **restoration** and



preservation, planned **conservation**, climate related impact as well as **public involvement**, youth engagement and **cultural inclusion**.



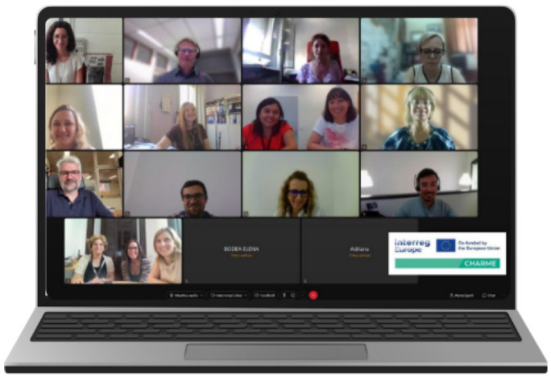
CHARME explores the potential of digital technologies applied to Cultural Heritage. The activities we develop include:

- study visits to **good practices** because concrete examples are the best way to investigate the issue
- thematic **seminars** and **workshops** because they help improve knowledge, comprehension and skills of partners and stakeholders
- critical reviews and the definition of **shared guidelines**, because it is an effective tool to integrate digitization measures into regional policy instruments

Our mission is to promote digitization of Cultural Heritage as a strategic component of regional cultural policies, by improving 5 policy instruments identified by partners.

WHAT WE HAVE DONE

Project Kickoff: A Milestone to Remember



Click on the PC to watch the video!

We officially launched CHARME on July 11, 2024.
We presented the general objectives and activities, the project approach and its innovative character.
Each partner introduced their organization, their city and their participation in the project, with a focus on the good practices identified to contribute to the learning process.

Find out more in the project website library

The 1st in-person interregional meeting:

a great opportunity of sharing, knowledge and learning

Project partners and Italian stakeholders met in Pavia (IT) from 10 to 12 September 2024



The shared activities included:

three study visits to the Pavia good practices

- Basilica di San Michele in Pavia.



Click on the photo to watch the video of the official opening

Preserving memory: a 3D digital reconstruction
- Lights and shadows at Castello Visconteo Pavia. Courtyard recovery for a renewed visitor experience
- Digitisation for restoration and touristic enhancement: Chapel Castiglioni in Pavia

and the thematic seminar ***"Digital Heritage. Challenges and opportunities from knowledge to valorization"***

The October 2024 meeting:

broaden the discussion promoted by CHARME

The CHARME partners had the opportunity to meet in October 2024 in Linz (AT) during the forum of the European Campus of City-University (EC2U) project [co-funded by the European Union] of which they are associate partners.
On this occasion they presented the CHARME project to the students and academic staff of the EC2U Alliance 8 universities and to the whole group of associate partners. They also contributed together with the advisory partner to the public session of the Municipalities on ***"Sustainable tourism and Digitisation of Cultural Heritage"*** by presenting and discussing some good practices of the common learning process.



Watch the video of the public session held on October 22, 2024

The 2nd in-person interregional meeting:

an in-depth look at the connection between Cultural Heritage and the digital era

From March 11 to 13, 2025, a delegation of 33 European representatives from the partner cities met in Coimbra (PT). The focus of these three-day event was: **how digital technologies can make cultural heritage a driver of tourism development.**



The program included **four study visits** to the Coimbra



Find out more on these activities in the project website library.

good practices:

- Municipal Museum of Coimbra: Almedina Tower – Walled City Center
- SANTA CRUZ - 3D Digital Reconstruction of the Santa Cruz Monastery in Coimbra in 1834
- Science Museum of the University of Coimbra - 3D scanning project of the African masks collection
- TUMO Coimbra – Center for Creative Technologies

and the thematic workshop ***"Cultural Heritage in the Digital Era: Documentation and Communication Strategies to Foster Culture as a Value Platform for Tourism"***

WHAT'S COMING NEXT?

In the 3rd semester, starting on April 1st, 2025, partners will implement **local activities** with stakeholders, initiate discussions on **potential pilot actions**, and begin the **analysis of existing regional and national regulations** on the digitisation of cultural heritage, as well as the related policy instruments identified, with a view to drafting shared guidelines.

The joint learning process will continue, and partners and stakeholders will meet in **Iaşi (RO) from 2 to 4 September 2025** for an in-person working session...

THE CHARME COMMUNITY

7 PARTNERS | 34 STAKEHOLDERS







Municipality of Pavia (IT)

1. Lombardy Region *Associated Policy Authority
2. Province of Pavia
3. "Il Bel San Michele" association
4. EDiSU Pavia – Agency for the Right to University Education
5. Chamber of Commerce Pavia
6. Order of Engineers Pavia
7. Environment National Trust for Italy (FAI)
8. Order of Architects Pavia
9. Superintendence for Archaeology, Fine Arts and Landscape in the provinces of Monza-Brianza and Pavia



Municipality of Coimbra (PT)

10. CCDRC - Centro Regional Coordination and Development Commission *Associated Policy Authority
11. CES-UC (Centre for Social Studies) – University of Coimbra
12. Science Museum University of Coimbra
13. TUMO Project in Coimbra - Associação Topsail



Municipality of Iaşi (RO)

14. Destination Iasi Association
15. Digitalization Council of Iasi City
16. Museal Complex "Moldova" Iasi
17. Wairon Company
18. Fab Lab Iasi
19. Iasi Al I Cuza" University (for human sciences)
20. National University of Fine Arts "G Enescu" Iasi
21. Technical University "GH Asachi" Iasi
22. Iasi Metropolitan Area Association
23. Municipal Museum "Queen Maria" Iasi



Grand Poitiers Urban Community (FR)

24. School of design of New Aquitaine
25. Tourist Office of Grand Poitiers
26. University of Poitiers
27. City of Poitiers
28. Network of digitalization professionals (SPN)



Municipality of Turku (FI)

29. Turku Museum Centre
30. CTRL Reality Ltd
31. Regional Council of Southwest Finland
32. Stereoscape LTD
33. University of Turku
34. Åbo Akademi University

1 Advisory Partner
University of Pavia (IT)

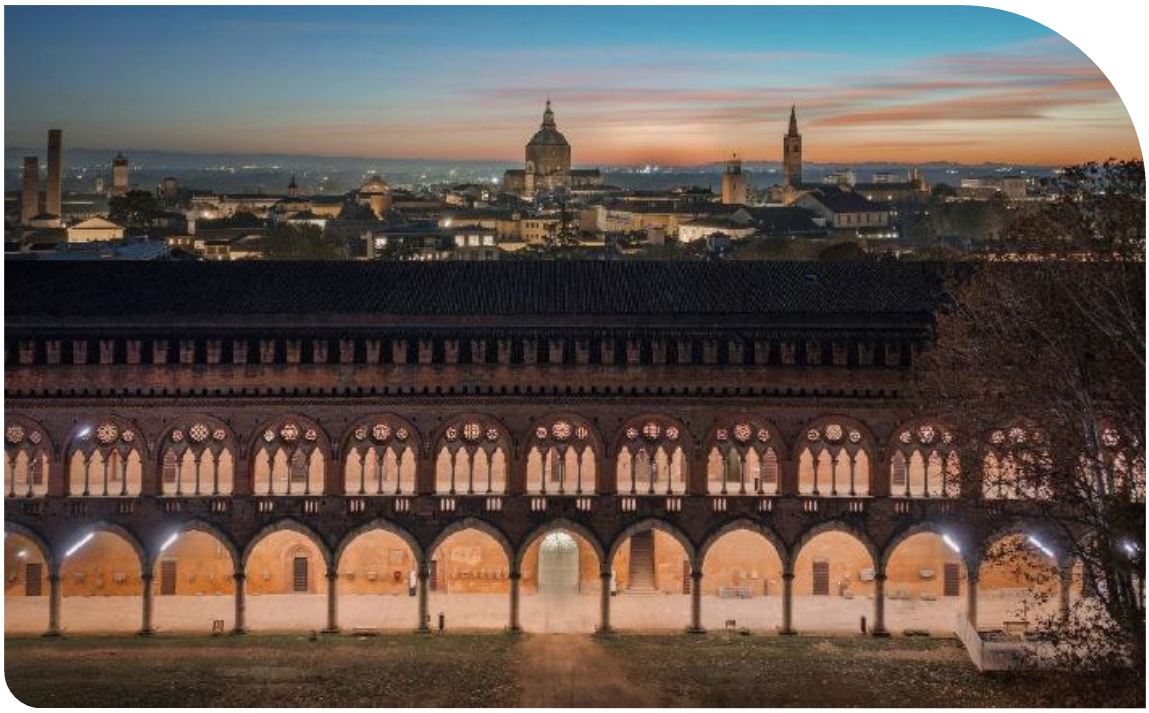


1 Discovery Partner
Lviv Municipal Company “Lviv Bureau of European Integration” (UA)



GOOD PRACTICES SPOTLIGHT

In each issue of our newsletter we will present a good practice identified to support the CHARME learning process.



Lights and shadows at Castello Visconteo Pavia. Courtyard recovery for a renewed visitor experience

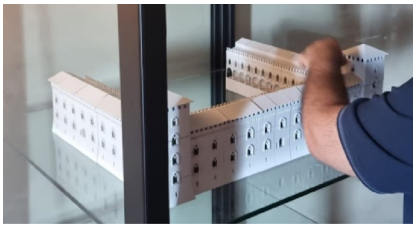
Visconteo Castle in Pavia was erected between 1360 and 1365 by Galeazzo II Visconti, Lord of Milan. It is located in the historic center of the city and has housed the Civic Museums since 1950.

In 2020, the Castello Visconteo was selected for a project aimed to develop a comprehensive protocol for the restoration and recovery of the castle's inner courtyard bays.

A key element was the creation of a 3D survey, that served as a basis analysing existing conditions and planning subsequent interventions. This digital dataset enable the development of innovative visitor experiences, including such as an interactive 3D map, a 3D puzzle, tactile tables and immersive videos.



DIDASCALIC SISTEM



3D PUZZLE



3D MODEL



TACTILE TABLE



3D ANIMATION

These digital tools:
- facilitate a deeper understanding of the monument
- enhance the overall experience
- increase user engagement
- better involve younger audiences
- promote cultural inclusion

Potential for learning and transfer.
Key elements of interest:

- The development of a **comprehensive restoration and recovery protocol,** which included a **3D survey**. This survey not only served as a basis for analyzing existing conditions and planning subsequent interventions, but also generated a

set of digital data used to create an **innovative user experience**. These included an interactive 3D map, a 3D puzzle, and video reconstructions of no longer existing elements. These tools enhance both understanding of the monument and the overall visitor experience;

- The creation of a **restoration protocol** for a section of the monument that had undergone numerous inconsistent interventions over time.

- A **collaborative approach** involving a diverse range of stakeholders-universities conducting diagnostic and material analyses, the Superintendency, construction companies, and various suppliers. This approach was enabled by the Municipality of Pavia's clear project design and well-defined objectives..

Find out more in the "Good practices" section of the project website

GET INVOLVED:

Want to be part of the CHARME community? Here's how you can stay connected:

Subscribe to the newsletter to stay informed about events and update



Visit our website 💻



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