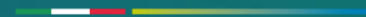


# A NEW CONCEPT OF PORT CENTER VIRTUAL AND “WIDESPREAD”



North Adriatic Sea  
Port Authority  
Ports of Venice and Chioggia

1. Explaining the port
2. Promoting port-related trades and professions
3. Projecting the port's image
4. Experiencing the real port
5. Learning through Edutainment
6. Adapting to the public
7. Engaging the Port Community
8. Implementing the synergy with people involved in our region's heritage and culture
9. Maintaining a neutrality – developing the spirit of a Port Culture Forum
10. Assisting the sharing of experiences



# OUR PROJECT: WHAT....

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We would like to show that, in terms of jobs, productions, investments and thanks to the port activities, there's a perfect correspondence between what the Serenissima Republic was in the past and what Venice and Chioggia are today.

## HIGHLIGHTING PARALLELISMS BETWEEN

Icon examples of jobs, goods, structures, routes that are expressions of the excellence of the «Serenissima» in the past centuries

The same jobs, goods, structures, routes that represent the competitive advantages of Venice as a port-city today

In NASPA project, emphasis is placed on the relationship between sea, trade and industry to rediscover the places of past and current port activities, the fishing tradition, trade routes, shipbuilding, crafts and entrepreneurial endeavours linked to the port.

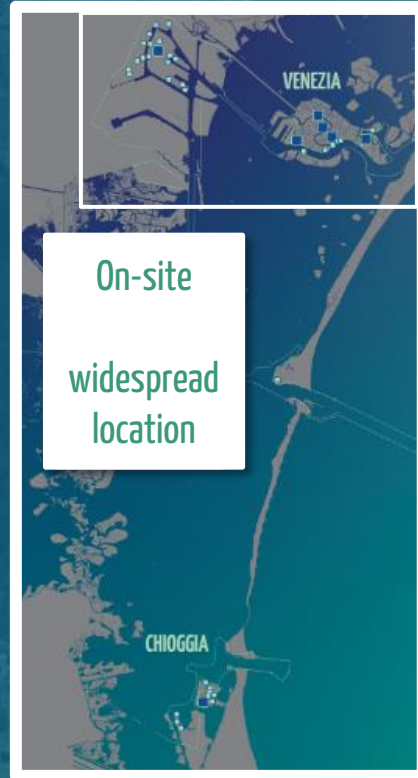


# OUR PROJECT: HOW....

North Adriatic Sea Port Authority is developing a new idea of Port Center that can be available in two different user experiences:

1 On-site -----widespread location

2 On-line -----app available on Google Play Store and Apple App Store, that can be enjoyed both by tablet and smartphone





Autorità di Sistema Portuale  
del Mare Adriatico Settentrionale  
Porti di Venezia e Chioggia



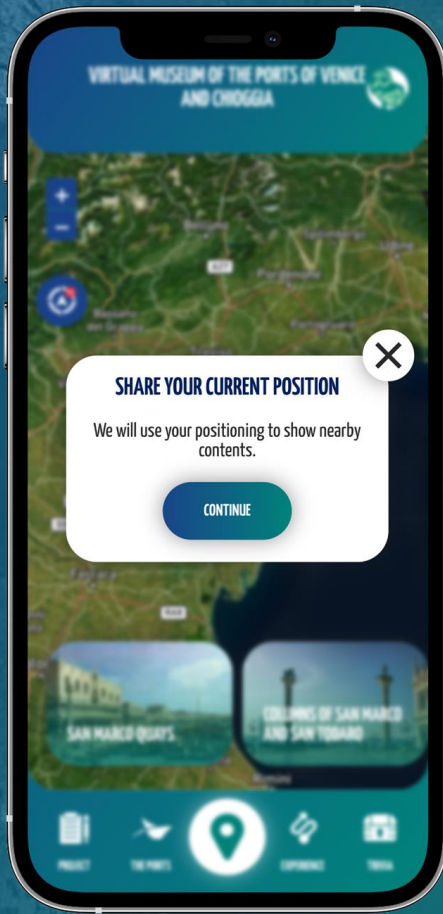
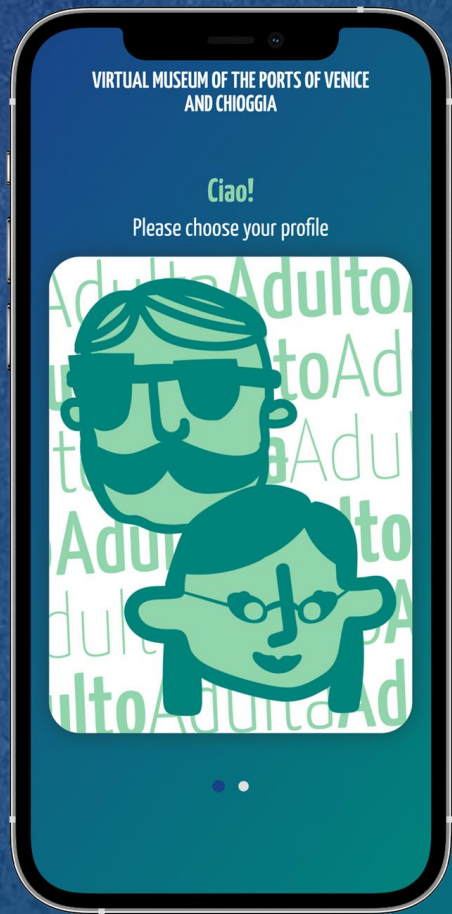
**VIRTUAL MUSEUM**  
**OF THE PORTS OF**  
**VENICE AND CHIOGGIA**  
**ROUTE TO THE FUTURE**



North Adriatic Sea  
Port Authority  
Ports of Venice and Chioggia



A new **interactive and multimedia narrative** on the past, present and future of the Ports of **Venice and Chioggia**



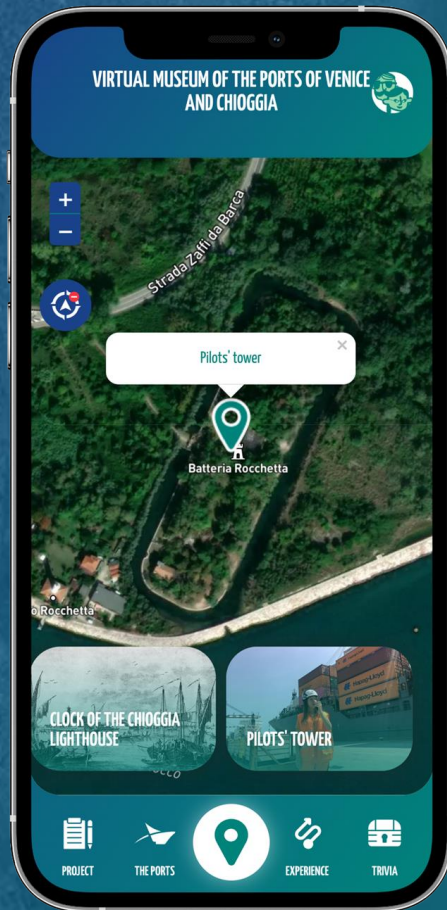
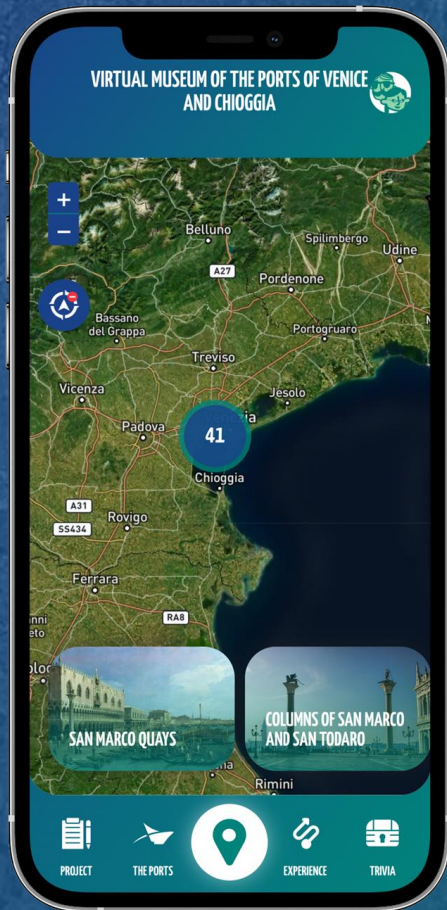
User profiles  
teenagers/adults and kids

User instructions  
navigation with  
georeferencing  
of attractions  
consultation from remote



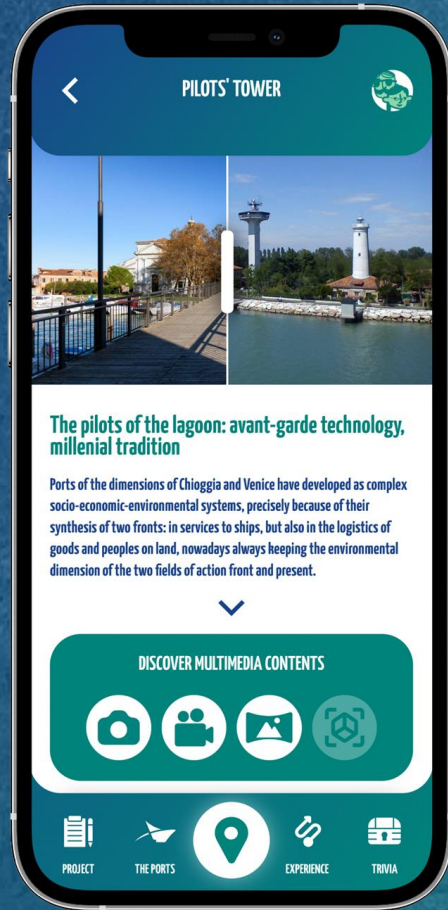
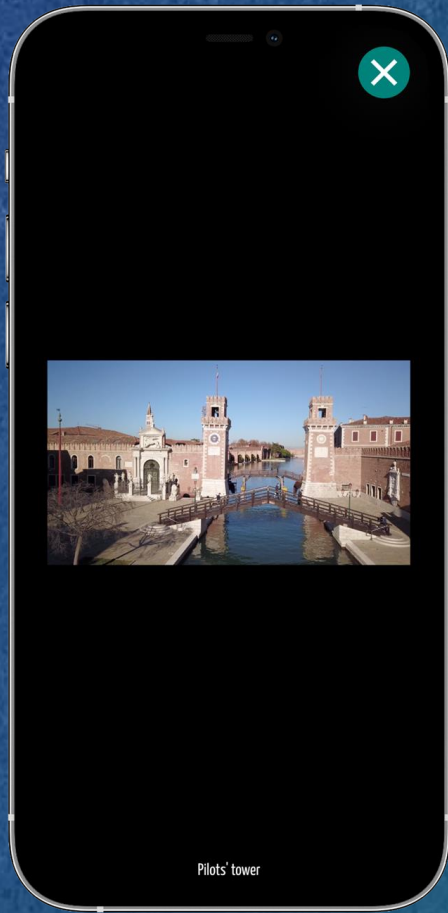
Themed itineraries





 24 ATTRACTIONS

grouped by areas in  
Venice  
Chioggia  
Marghera



Progressive and optional  
insight

Scroll yesterday's/today's view  
mini-introductory videos

Photo gallery  
short files and insights

Virtual tours  
360° panoramic views



# 3 ITINERARIES

## YESTERDAY'S VENETO PORT SYSTEM

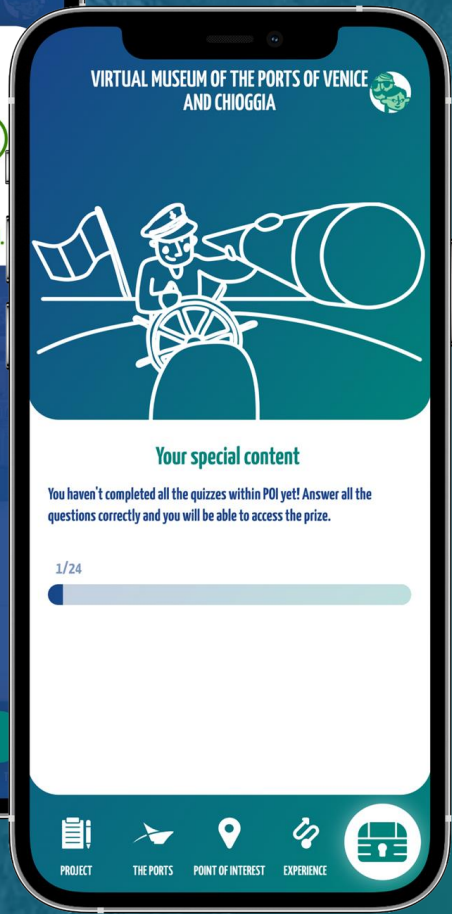
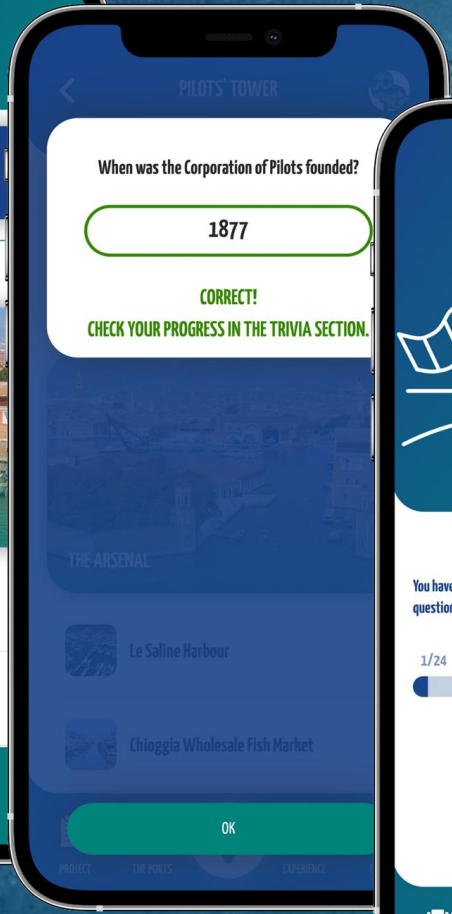
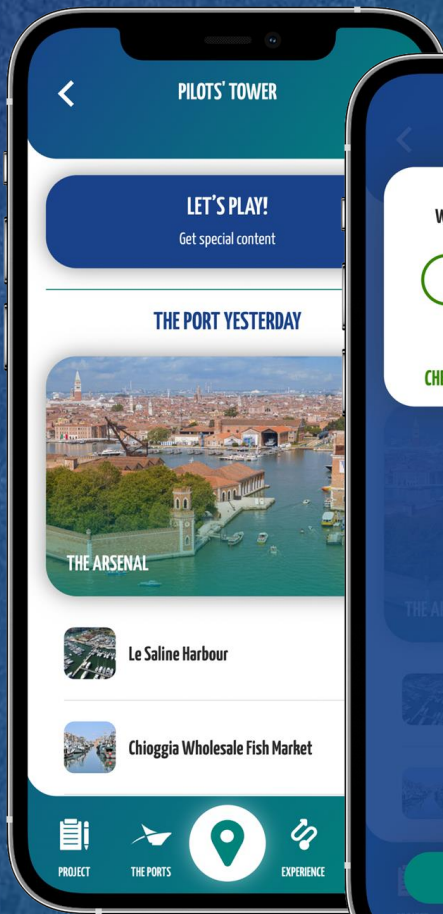
## TODAY'S VENETO PORT SYSTEM

## VIEWS FROM ABOVE

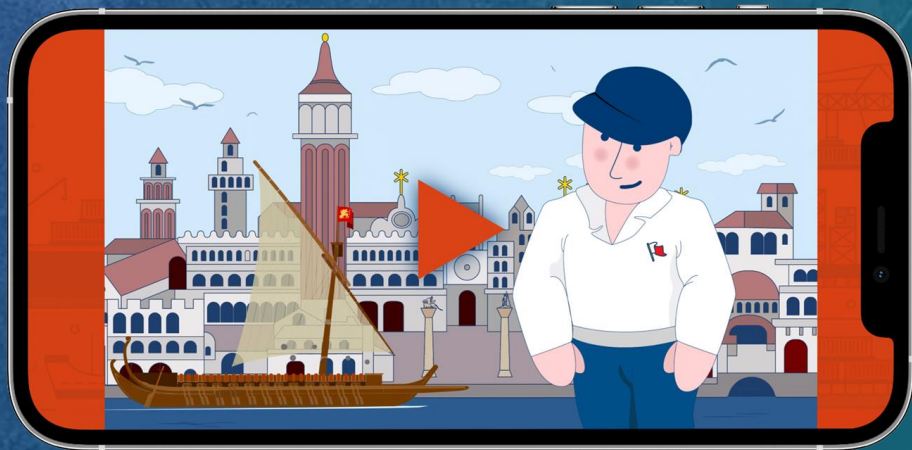
curiosities and unusual viewpoints



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Ports of Venice and Chioggia



quiz game which unblocks  
extra contents



**KIDS SECTION**

**1 guide character**

**animated drawings**

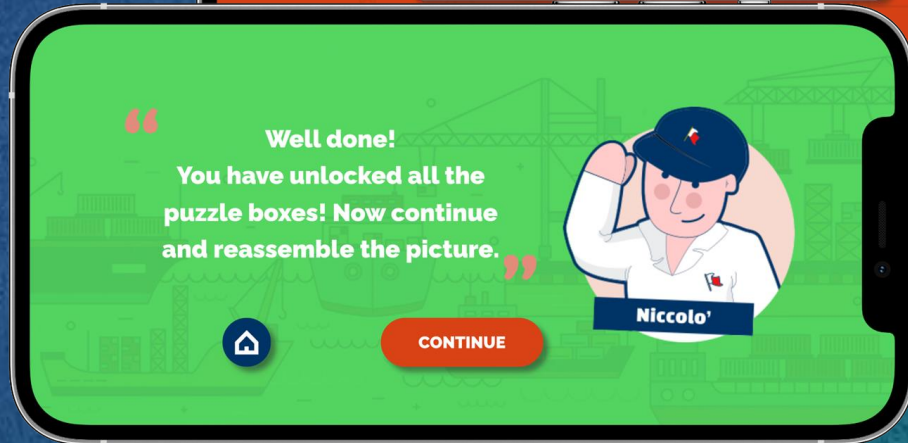
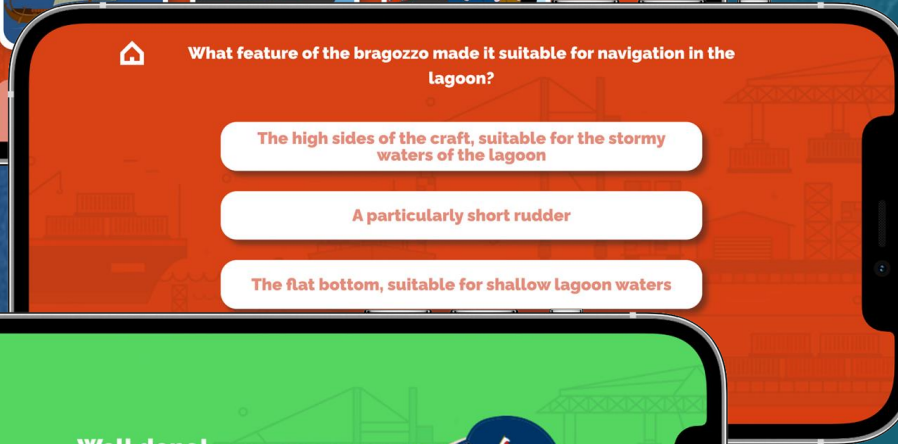
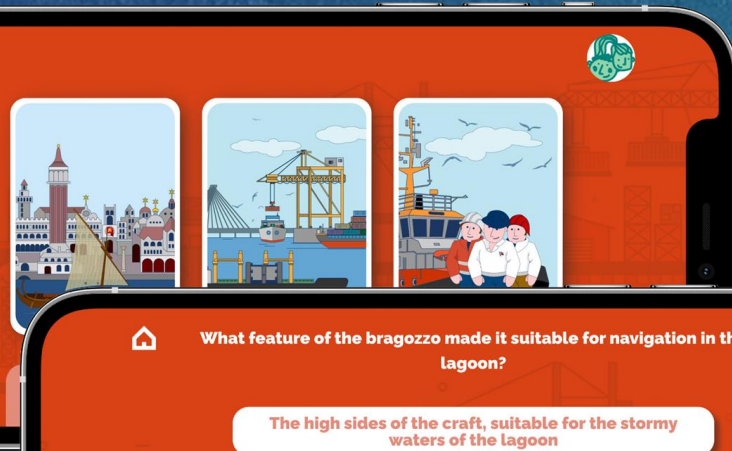


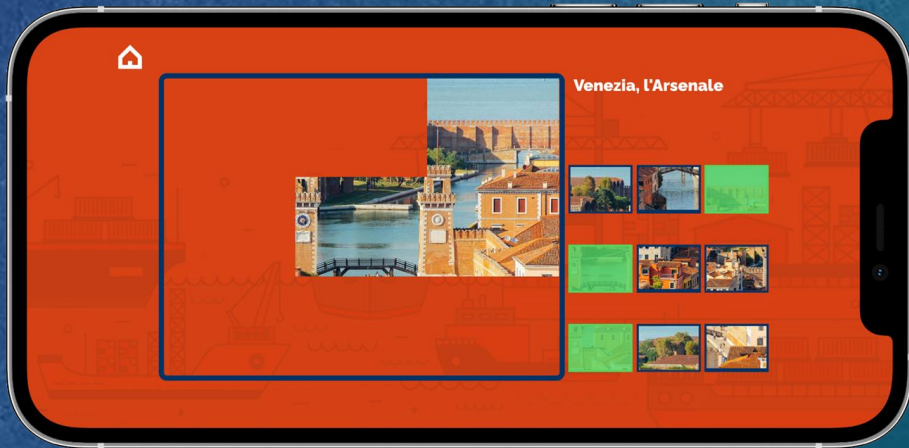
North Adriatic Sea  
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Ports of Venice and Chioggia

3 themed routes  
with animated drawings

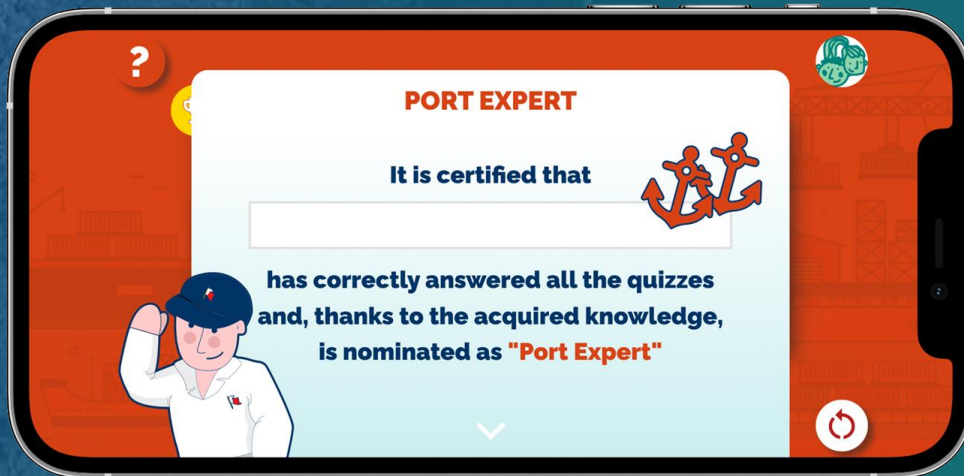
1. The Port yesterday
2. The Port today
3. Trades and crafts practised in the Port

quiz to facilitate  
memorisation



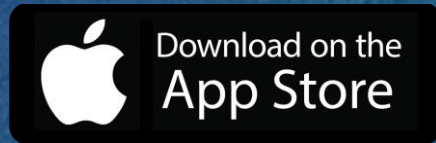


games



final prize

You can download the Virtual museum of the ports of Venice and Chioggia app from the stores





# Project promoted by the **North Adriatic Sea Port Authority** and realised thanks to the precious contributions of:

CUSTOMS AGENCY

CEREAL DOCKS

MUNICIPALITY OF CHIOGGIA

MUNICIPALITY OF VENICE

CONFINDUSTRIA AREA VASTA

REGIONAL COUNCIL OF VENETO

CORPORAZIONE PILOTI

FONDAZIONE FINCANTIERI ONLUS

FONDAZIONE MUSEI CIVICI

FONDAZIONE PINAULT

GRANDI MOLINI ITALIANI

ITALIAN NAVY

MOLINO STUCKY

MUSEUM OF THE SOUTHERN LAGOON

NAVAL HISTORICAL MUSEUM

IUAV UNIVERSITY

VENEZIA HERITAGE TOWER



**Interreg**  
**Italy - Croatia**  
**REMEMBER**

European Regional Development Fund



EUROPEAN UNION

**Result of the project REMEMBER- “Restoring the Memory of Adriatic port sites. Maritime culture to foster Balanced Territorial growth” – Cross-border cooperation programme Italy-Croatia 2014-2020 ADRIJO.** The project has involved 8 maritime cities on the two sides of the Adriatic (Ancona, Ravenna, **Venice**, Trieste, Rijeka, Zadar, Split, Dubrovnik) to rediscover the relationship with the sea, a resource able to generate economic, cultural and artistic richness through the centuries.



North Adriatic Sea  
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Ports of Venice and Chioggia

# Thanks for your attention.

**Giorgia Costantini**

Promotion, Communication and Institutional Relationships

[giorgia.costantini@port.venice.it](mailto:giorgia.costantini@port.venice.it)



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