

**Interreg - IPA CBC**



Croatia - Bosnia and Herzegovina - Montenegro

**FORTITUDE**

## Šibenik – Story of a City Living its Fortresses

 **FORTRESS OF CULTURE ŠIBENIK**

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*It all began with the revitalization projects co-financed with EU funds ...*

St. Michael's Fortress (2012-2014)

Project value: 1.67M €



Barone Fortress (2014-2016)

Project value: 1.38M €

*Sustainability question was soon raised: who will manage the restored gems? Who will create the vision for the future and define purposes for which they will be used?*



**Fortress of Culture Šibenik** is preserving fortification heritage in Šibenik, it manages its sustainable use and organizes cultural events for citizens and visitors of Šibenik.

**Fortress of Culture Šibenik** is a synonym for excellence in cultural heritage management, interpretation and events organization at national and European levels.





*Good stories have no boundaries. Neither did our development vision. So, we also managed to:*

Interpret heritage with innovative technologies



Educate future generations about heritage



Create a specific offer with local businesses





*The ultimate challenge is to engage our community. We don't want to be just another tourist attraction. How do we do it?*

## Šibenik Fortresses Friends Club (members > 4000)

### What is it in for them?

- Free and unlimited daily visit to both fortresses
- Special programmes and events for Club members
- Special prices for services and products
- Regular communication by newsletters, online and on-site surveys
- Community engagement in restorations of cultural heritage
- Individual and family membership

### Why do we do it?

- To create an emotional relationship with culture and heritage
- To have members as partners in business
- To achieve a sense of contribution and belonging.



*Many people have already heard this tale and said it was amazing:*

- 11/2020 **Cultural Heritage in Action Catalogue Of Good Practices**, Fortress of Culture Šibenik
- 11/2020 **EFFORTS award for European Fortress Day 2020 participation** (EFFORTS general assembly, Oudenaarde)
- 12/2018 **Zlatna Buola** – Fortress of Culture Šibenik (Šibenik-knin county Tourist Bord, Šibenik)
- 11/2018 **EFFORTS award for the best European Fortress Day 2018 programme** (EFFORTS general assembly, Venice)
- 03/2018 **Economía Creativa recognition - Cultural Heritage: Innovative Audience Development Best Practices** - Šibenik Fortresses Friends Club
- 05/2017 **Silver MIXX Award Virtual and Augmented Reality** – Barone Fortress: Storytelling in AR (MIXX Europe Awards, Amsterdam)
- 03/2017 **Editors Choice - St. Michael's Fortress signage system** (IID Awards, Intern. Institute of Information Technology, Vienna)
- 03/2017 **Golden Plautilla Award – Quality and innovation in historical cities management**; Bronze Plautilla Award – Barone Fortress (International Congress of Ancient Cities, Solin)
- 02/2017 **Grand PRiX Best Communication Project in Public Sector** in 2016 (Croatian Public Relations Association)
- 12/2016 **Zlatna Buola** – Barone Fortress, Cultural Attraction of the Year (Šibenik-knin county Tourist Bord, Šibenik)
- 10/2016 **Cultural Attraction of the Year** - Barone Fortress (Croatian National Tourist Board)
- 09/2016 **Best Croatian movie – documentary film Barone** (Zagreb Tourfilm Festival, Zagreb Tourist Board)
- 02/2016 **MIXX Award: Inovative Use of technology** – Barone Fortress: Storytelling in AR (Communication Days, Rovinj)
- 02/2015 **Grand PRiX: Best Communication Project in Public Sector in 2014** (Croatian Public Relations Association)
- 10/2014 **Cultural Attraction of the Year - St. Michael's Fortress** (Croatian National Tourist Board)



(HR)  
**SIBENIK**

44,539

## Revitalisation of Šibenik's Fortresses

Transforming fortresses into a major cultural hotspot



Adaptive re-use of heritage buildings



Quality of interventions in cultural heritage



Participatory governance of cultural heritage



### Challenge

St. Michael's fortress is the oldest of four fortresses in Šibenik, dating back to the early medieval period, while Barone Fortress was built in mid-17th century outside the city's historical centre. Both fortresses were left for centuries to decay and had no public utility, or economic or social function anymore. The question was how to give a second life to this heritage while enhancing its cultural value and giving it a new social utility which is economically sustainable?



### Solution

The objective of the project was primarily twofold: revitalisation and valorisation of the heritage sites along with the development of cultural contents on the sites. The fortresses were restored to become one of the most visited historical monuments in Croatia, but also transformed into modern cultural and entertainment venues, hosting numerous performances and events. As a result, these remarkable sites have been preserved and Šibenik has positioned itself as a major cultural hot spot, where tradition and modern technology are successfully blended.



### How ?

- The St. Michael's and Barone Fortresses were revitalised in 2014 and 2016, respectively.
- The public cultural institution 'Fortress of Culture Šibenik' was founded in 2016 manage and promote Šibenik's fortification system's sustainable use.
- All year the site hosts cultural, educational and entertainment events (dance performances, concerts, movie nights, workshops, conferences, etc.)
- A Šibenik Fortresses Friends Club' was created to reconnect local community with its nearby revitalised cultural heritage. The club promotes the fortresses' events, raises awareness and creates a sense of ownership among locals.
- Members of the Friends Club are invited to say which sites they would like to see restored in and around Šibenik. Part of the membership fee is invested in cultural programmes, while another part is invested in preservation, research and conservation.
- Products of over 60 local SMEs are presented and sold at the sites. The institution also works with cultural NGOs, local media and educational institutions.





## And that motivates us to keep writing more great chapters:

- **St. John's Fortress area revitalization project**  
*(worth c.a. €6.700.000; September 2016 – September 2021)*
- **Fortress (Re)Invented: innovative approach and digital contents in historical fortification monuments**  
*(worth c.a. €1.300.000; July 2017 – December 2019)*
- **KREŠIMIR – Creative Šibenik Network for Integrated Cultural Development**  
*(worth c.a. €100.000; October 2018 – October 2019)*
- **House of Arts Arsen – refurbishing and management of a multifunctional cultural hall**  
*(worth c.a. €2.000.000; opening in June 2021)*
- **EMOUNDERGROUNDS - Emotional technologies for the cultural heritage valorisation within cross-border undergrounds**  
*(worth c.a. €2.600,000; January 2020 – June 2022)*
- **FORTITUDE - Historical Fortresses Intensifying cross-border Tourism Development**  
*(worth c.a. €1.620.000; March 2020 – March 2022)*
- **Connecting Cinemas in Rural Areas**  
*(worth c.a. €611.000; June 2020 – December 2021)*



