

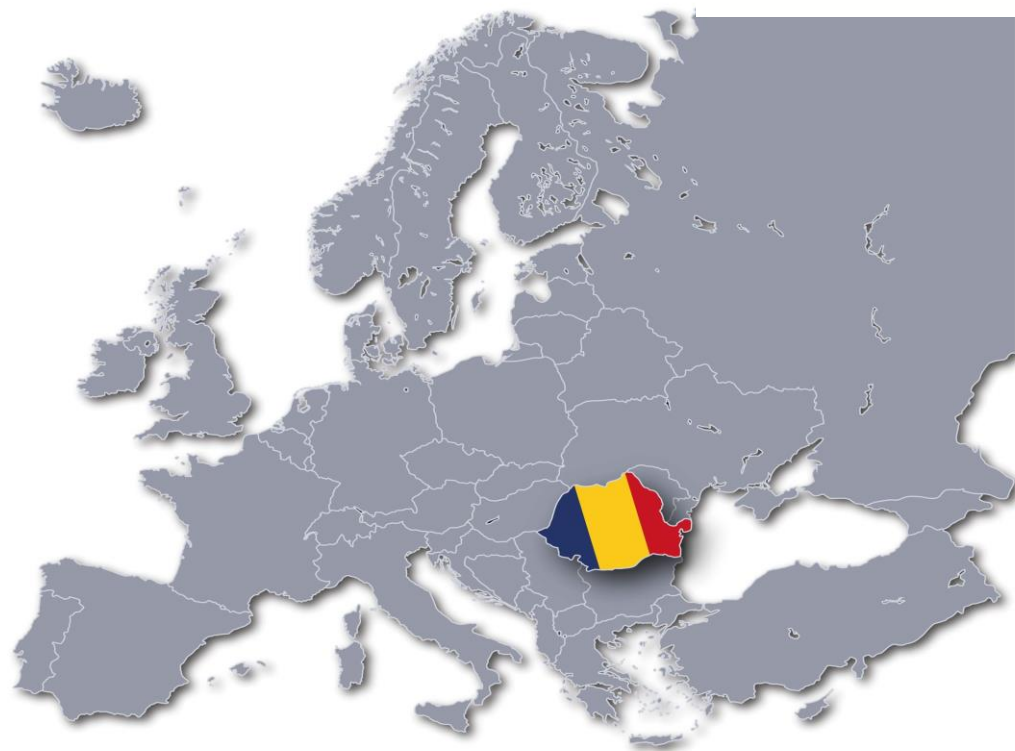
*Final Conference*  
**ZARAGOZA, Spain**



***MEHEDINTI COUNTY, ROMANIA***

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***28.03.2023***



## Implementation of the Action Plan **2-PP Mehedinți County Council (RO)**

## The importance of MOMAr

**MOMAr project** has offered the opportunity to the county representatives and their stakeholders to learn about efficient management strategies and how to valorise its natural and cultural heritage by participating to the experience exchanged events.

During the first phase of MOMAr project, the **Mehedinti County** was being inspired by the use of augmented reality in the field of heritage management. Digital tools have the potential to reshape the way cultural heritage can be enjoyed, by adding economic value through tourism applications that provide quality information about heritage sites and enhance visitors' experience. In addition, harnessing innovation and digital solutions contributes to a more sustainable and responsible tourism sector.

# **Introduction: Change of the Policy Instrument**

Initial Policy Instrument addressed:

**Mehedinti County Development Strategy 2014-2020**

New Policy Instrument addressed:

**Mehedinti County Development Strategy 2021-2027**

**MOMAr lessons learned during the project and experience exchange shaped the new territorial strategy for heritage management**

Policy instrument status:

**The new strategy was approved in an extraordinary meeting on 11.01.2023, including the new objectives of MOMAr action plan.**

# Action 1:

1. **Name:** Plesa Palace Cultural Hub

2. **Source of inspiration in MOMAr:**

- the first IEE meeting in CORSICA of March 10-11 2020 - Study Visit I: visit of the “Centre of Conservation and Restoration of Corsican Furniture Heritage CCRMPC Study Visit II: Visit of *fablab* in partnership with University of Corsica.
- Luna’s Palace in Daroca, Let’s do a twist!: management before intervention (Zaragoza)- IEE2 Groningen

3. **Policy instrument involved:** Mehedinti County Development Strategy 2021-2027, Integrated Territorial Strategy for the Development of the Romania-Bulgaria Cross-Border Area

**Details of the action:**

***The transformation of the neoclassical Gheorghe Pleșa Palace from Obîrșia de Câmp into a cultural hub.***

**Objectives:**

- to preserve its historical, aesthetic, identity values to transmit them to the future (Architectural Restoration)
- revitalization of the cultural site by organizing various cultural and social events, which in our case will include concerts, traditional fairs, cultural performances, workshops; these events will be both temporal-seasonal as well as permanent to assure the sustainability of the project.
- To involve as much as possible the local communities, their needs for the uses of the monument.







General steps already taken:

- (1) carried out the emergency intervention of the roof between September 2020 and March 2021
- (2) realized the technical expertise of the entire building/monument
- (3) realized the historical-architectural study of the building/monument
- (4) The introduction of this objective into the new adopted strategy - "Development Strategy of Mehedinti County for the period 2021-2027".
- (5) Promote the concept to stakeholders/players & the public, in advance;

*Before the intervention – june 2020*



*After the intervention  
March 2021*





*Before the intervention – june 2020*



*After the intervention  
March 2021*



*Before the intervention – June 2020*



*After the intervention  
March 2021*

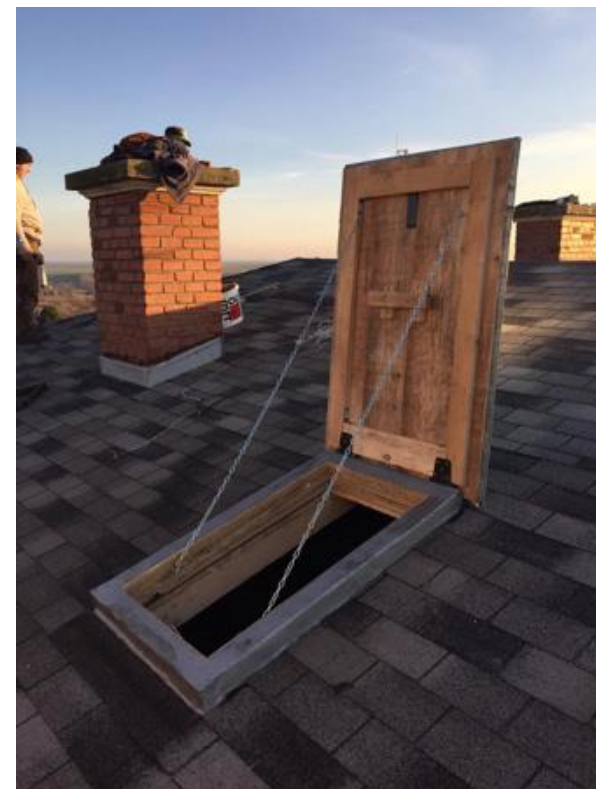




*Before the intervention – June 2020*



*After the intervention  
March 2021*



5. **Players involved:** Mehedinti County, Obirsia de Camp-local public authority, local schools and communities
6. **Timeframe:** 2022-2026
7. **Costs:** 4.500,000 EURO
8. **Funding sources:** Own budget, Cross-Border Cooperation Program INTERREG VI A Romania-Bulgaria/ POR 2021-2027

## **Update Action 1:**

Considering the advanced stage of degradation of the Neoclassical Palace Gheorghe Pleșa, a historical monument of category A, the Mehedinți County Council submitted on 21.11.2022 the project “Elaboration of technical documentation for the Neoclassical Palace Gheorghe Pleșa”.

Although the project passed the administrative evaluation, it was declared non-winning in February 2023.

Therefore, Mehedinti County Council has allocated the amount of 100.000 euro from its own budget for the technical documentation, so that an application for financing will be submitted for the execution of the works within the Cross-Border Cooperation Program INTERREG VI A Romania-Bulgaria 2021-2027.

The Plesa Palace was also introduced as an objective within the Integrated Territorial Strategy for the Development of the Romania-Bulgaria Cross-Border Area for witch it will be created a secondary route from EURO VELO route.

## Action 2:

### 1. Name:

Digitalization of the patrimony of the Iron Gates Region Museum

### 2. Source of inspiration in MOMAr:

- Good practice: The Roman City of Los Bañales: picking up good vibrations by managing cultural heritage; Integrated heritage management: research and recovery of the Roman city of Los Bañales de Uncastillo in the Region of the Cinco Villas (Aragón), presented during the third IEEE.

### 3. Policy instrument involved:

Mehedinti County Development Strategy 2021-2027



#### **4. Details of the action:**

The Iron Gates Region Museum plans to use the augmented reality regarding their Roman monuments (the remains of Trajan's Bridge and the Roman Amphitheatre), whose ruins are still visible today after 2000 years. It would like to develop a new mobile app (including VR/AR elements) to help attract new visitors both to its permanent exhibitions as well as to the archaeological settlements from the local territory.

**5. Players involved:** Mehedinti County Council, Iron gates Region Museum,  
local public authorities, communities and businesses

**6. Timeframe:** 2022-2025

**7. Costs:** 500,000 EURO

**8. Funding sources:** own budget, Regional Programme 2021-2027

## Update Action 2:

Mehedinti County Council has a bigger project for two of the most important historical monuments that also includes the digitalization:

- "The enhancement of the vestiges of the historical monument "Trajan's Bridge".
- "Restoration, preservation and enhancement of the Roman Amphitheater “



In this regards, we are also allocating 300.000 euro from own budget, in order to have the necessary technical documentation done, so that an application for financing will be submitted for the execution of the works within Regional Programme 2021-2027.







***Thank you for your attention!***