

TO6 Online Thematic Webinar

Cultural Routes and Itineraries II: Reviving Cultural Routes

25 October 2022, 14.00-15.30 CET



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'Film Festival on Cultural Routes'



MAD SRLS



Digital archive of audiovisual

Film production

Distribution

Educational activities

Film Festival

<http://www.madproduzioni.it/>

Policies and practices to transfer to other regions

During the life course of the GREEN PILGRIMAGE project, the Puglia Region (project partner) identified two main good practices transferable to other regions

- **Cammino Materano:** is a “slow” itinerary that follows ancient paths and drover’s roads.
- **Mònde, Film Fest on cultural routes**



Main challenges related to reviving of cultural routes

Innovation



Entrepreneurship



Creativity



Social responsibility



Multidisciplinarity

Mònde - Film Festival on Cultural Routes

The concept of this Festival is shaped by the idea of "SLOW TRAVEL"

The aim is to promote the knowledge of the routes as a cultural and tourist attractor in less-known territories, favoring:



- seasonal adjustment
- promoting forms of sustainable tourism

Mònde - Film Festival on Cultural Routes

The screenings / The Walks



Mònde - Film Festival on Cultural Routes

Gargano doc. School of cinema on the cultural routes



MAP archive on the memories of the pilgrims



Relevant policy change

During the first 5 years of the festival there were important developments:

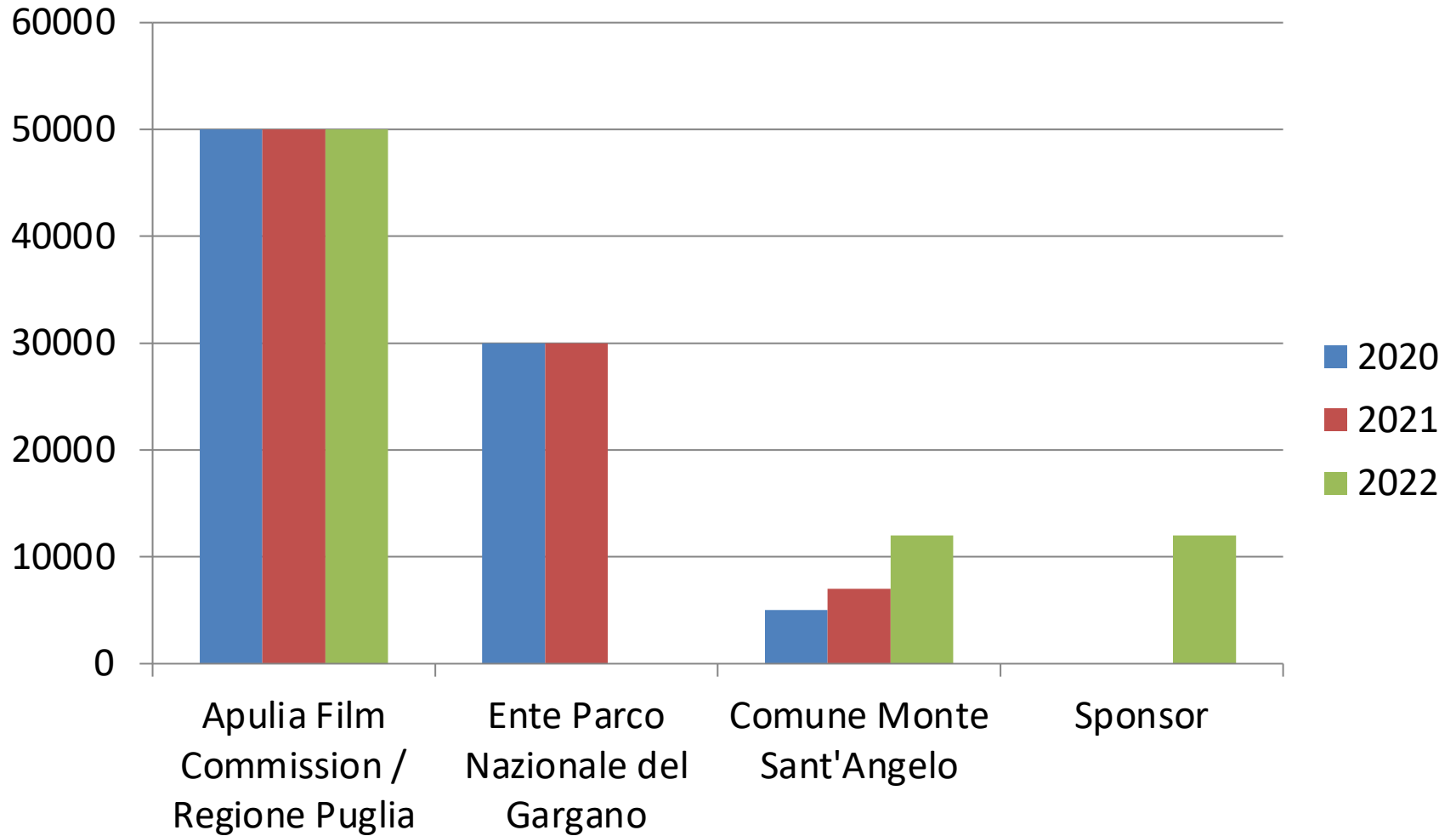
Audience development



Many films and TV programs were shot in Monte Sant'Angelo



Budget



Relevant policy change

Monte Sant'Angelo is a candidate for the Italian Capital of Culture 2025 and **Mònde**, **Gargano Doc**, and **MAP** are at the center of the dossier that has cultural roads as its theme





PUGLIA REGION
Department of Tourism, Economy
of Culture and Valorization of Territory



Comune di Monte Sant'Angelo
#MonteSantAngeloCOMUNICA



Green
Pilgrimage
Interreg Europe



European Union
European Regional
Development Fund

THANKS FOR YOUR ATTENTION!

Luciano Toriello

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AUDIOVISIVE
DELLA DAUNIA



monde