

**REEL**

REEL, "A cinematic journey through Italy and Croatia," is financed by the Interreg Italy-Croatia Programme, specifically under Standard call, Specific objective 4.1: Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation.

**PROJECT OBJECTIVE**

REEL aims to diversify tourism offerings and promote experiential tourism and services provided by the C&C industries by valorizing the cultural heritage appearing in movies and TV series. The project will maximize synergies between the audiovisual and tourism sectors by testing innovative digital models to promote the cultural and natural assets of the territories involved and valorize lesser-known locations, targeting tourists, especially young people, and cultural & tourism sector workforce.

**MAIN PROJECT ACTIVITIES AND RESULTS**

- Development or upgrade of the pilot mobile applications that will serve as virtual guides for tourists, furnishing comprehensive information on the movie-based itineraries and the movies filmed at each site.
- Organization of educational tours to validate the cinema itineraries designed for the movie-themed tours and capacity-building initiative designed to empower local tourism operators in effectively promoting the movie-themed itineraries.
- Joint production of 8 short movies by young directors from the involved regions. The films will be united by the theme of "Odyssey," incorporating elements of narrative, visual, and philosophical themes, while keeping in mind the cultural heritage and territorial context of the Programme area.
- Design and implementation of creative pilot actions that valorize cinema both as a cultural heritage and a promotional tool in the participating regions, while generating positive economic impact.
- Organization of international conference on film tourism in Istria.
- Elaboration of methodology for leveraging cinema to enhance tourism experiences, aimed at policymakers, tourism operators, and cultural organizations, that provides



## Italy – Croatia

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step-by-step actions on implementing initiatives based on REEL project, ensuring the widespread adoption of this novel approach.

- Organization of cross-border training activities for youth and aspiring professionals to improve expertise and proficiency within the audiovisual industry.

### **PARTNERSHIP**

The REEL consortium consists of 6 project partners and 2 associated partners.

The project partners are:

- LP – Apulia Film Commission Foundation
- PP2 - City of Venice
- PP3 - Istrian Cultural Agency
- PP4 – Art-kino
- PP5 - Public institution Dubrovnik Cinemas
- PP6 - Municipality of Rimini

The associated partners are:

- Croatian Audiovisual Centre
- City of Pazin

**DURATION:** 01.03.2024 – 31.08.2026

**TOTAL PROJECT BUDGET:** € 2.039.217,00 (ERDF € 1.631.373,60, co-financing € 407.843,40)

**WEBSITE:** <https://www.italy-croatia.eu/web/reel>

**SOCIAL MEDIA ACCOUNTS:**

**FACEBOOK:** <https://www.facebook.com/profile.php?id=61562017708608>

**YOUTUBE:** <https://www.youtube.com/@InterregREELproject>

