

OPEN: Open Stage.

The porticoes of Bologna as an open-air stage for artistic expression and the promotion of the city's cultural and tourist heritage.

PROJECT PRESENTATION:

The Porticoes of Bologna, a UNESCO World Heritage Site since 2021, include 12 selected sections out of the total 62 kilometers built from the 12th century to today. Although privately owned but publicly accessible, they are a symbol of the city's identity, reflecting its welcoming and social spirit. The OPEN project interprets them as "urban backdrops" for cultural events, enhancing Bologna's creativity and musical vocation, with the goal of establishing the city as an international tourist destination where tradition and innovation converge.

OBJECTIVES

- Increase tourist visits through initiatives promoting the sites and expanding the offerings, positioning the UNESCO site on an international scale;
- Improve the integration and communication among the various components of the Porticoes system;
- Enhance the tourist appeal of the UNESCO site by organizing international cultural events and fostering creative utilization of the spaces.

ACTIVITIES

- Restyling and enhancement of the "Porticoes UNESCO Heritage" website;
- Tourist itineraries and guided tours;
- Interactive plaques with QR codes;
- Visitor flow analysis for the porticoes;
- "UNESCO Porticoes" conference;
- Creation of a dedicated Porticoes tourist itinerary;
- Promotional strategy for the Porticoes.

- Funding body: Ministry of Tourism
- Total contribution: €1,906,616.00 euro
- Start date: November 2022
- End date: 2025



Photo source: [Bologna Portici Festival website](https://www.bolognaporticifestival.it/).

To learn more:

[Link Portici di Bologna](https://www.bolognaporticifestival.it/)