



## Progetti nazionali

Project funded by FILAS and selected by the Technological District for Cultural Heritage of Lazio Region

### "Sperlonga e La Riviera di Ulisse. Proposal and realization of integrated valorization initiatives based on new technologies for a better fruition of the cultural heritage situated in Lazio Region"

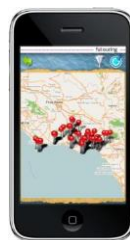
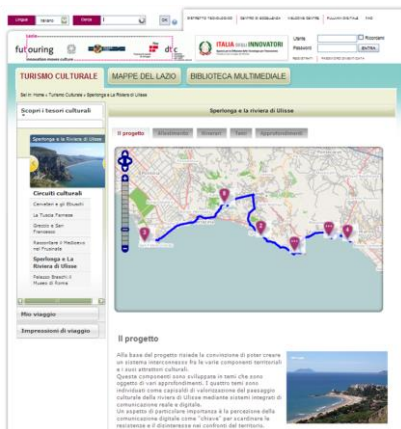


(Period of activity: July 2010 - January 2012)

#### Activities to be accomplished by ICVBC:

- Creation of tourist cultural itineraries relative to the territory of *Riviera of Ulysses*.
- Creation of visiting circuits within the Archaeological Museum and the annexed villa of Tiberius in Sperlonga.

This Project financed by FILAS, with funds from the Region of Lazio, was based on a partnership with private societies and CNR – *Department of Cultural Heritage*. In this context the contribution of the ICVBC is to create tourist cultural itineraries aiming at the valorization of the territory of the *Riviera of Ulysses* and circuits for the visitors of the Museum and the rests of the annexed villa of Tiberius. Both circuits and itineraries will be consulted on mobile hi-tech instruments, such as *I-pad* or *Smartphone*. The project has a specific tourist target and aims to arise awareness on the exceptional beauty of the archaeological site of Sperlonga and of the *Riviera of Ulysses*, thus promoting a sustainable cultural tourism.



Integrated solutions for a sustainable fruition of Ulysses Riviera

Archaeological site of the Tiberius' Villa at Sperlonga

**Project Responsible for ICVBC:** Heleni Porfyriou ICVBC - Rome  
[porfyriou@icvbc.cnr.it](mailto:porfyriou@icvbc.cnr.it), [helpor1@yahoo.it](mailto:helpor1@yahoo.it)

**Team members** (CNR insider and outsider): Laura Genovese, ICVBC – Rome; Marcella Colacino

**Project Co-ordinator:** Officina Rambaldi S.p.A.

#### Partners:

CNR - ITABC

SYREMONT S.p.A.

Novamusa s.r.l.

**Project web site:** <http://www.futouring.it/web/filas/lotto-sperlonga?activetab=0>