**Project Acronym:**  Euromuse  

**Project Title:**  Euromuse.net  

**Contract Number:**  C046229  

**Starting date:**  01.01.2008  

**Ending date:**  31.12.2010  

---  

**Deliverable Number:**  D3.5  

**Title of the Deliverable:**  First project workshop in each participating country (Germany, Austria, Italy)  

**Task/WP related to the Deliverable:**  WP3  

**Type (Internal or Restricted or Public):**  Public  

**Author(s):**  Svenja Pokorny, Margherita Sani, Thorsten Siegmann  

**Partner(s) Contributing:**  All  

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**Contractual Date of Delivery to the CEC:**  T0+12 (December 2008)  

**Actual Date of Delivery to the CEC:**  31 December 2008  

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[http://www.euromuse-project.net](http://www.euromuse-project.net)
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See the attached files for these Annexes:

Annex 5: Magazine produced for the cultural events “Effetto Doppler”
   (25 January-5 April 2009)
Annex 6: Musei Aperti, November 2008
1. Executive Summary

euromuse.net is a public access portal providing multilingual information on museums and their exhibitions through Europe. The euromuse.net project initially deploys the existing service (http://www.euromuse.net) to support and strengthen existing connections between the general public interested in museums and exhibitions, the professional tourism sector and museum professionals.

This report presents the dissemination activities carried out during the second Milestone, in particular describing the first workshop organised in the partner countries.
2. Dissemination activities carried out during Milestone 2

2.1 Articles in magazines and newsletter

- Magazine “Museo in forma” of the Museum System of Province of Ravenna, n. 33, Nov 2008 (attached in Annex 4)
- Magazine produced for the cultural events “Effetto Doppler” (25 January-5 April 2009) (attached in Annex 5)
- Musei Aperti, November 2008 (Attached in Annex 6)

2.2 Events, conferences, trade fairs

2.2.1 Events visited and outcome

The following is a non exhaustive list of events where dissemination of the project has already taken place and its outcome.

<table>
<thead>
<tr>
<th>Date and Place</th>
<th>Event</th>
<th>Audience</th>
<th>Partner presenting</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 July 2008, Rimini, Italy</td>
<td>Final Conference of EU Project B.A.R.C.A.</td>
<td>Gained participation of the Foundation Ravenna Antica</td>
<td>MuRN</td>
</tr>
<tr>
<td>17 July 2008, Bologna, Italy</td>
<td>Bologna, Meeting with the European Museum Forum</td>
<td>Commitment of the Director of the EMF, Mr Massimo Negri, to promote euromuse.net to associated museums</td>
<td>Amitié</td>
</tr>
<tr>
<td>30 July 2008, Rimini, Italy</td>
<td>Meeting with APT (Azienda Promozione Turistica Emilia Romagna)</td>
<td>Commitment of the President Massimo Gottifredi to promote euromuse.net to tourism organisations in Emilia Romagna</td>
<td>Prov RN</td>
</tr>
<tr>
<td>August 5-7 2008 Cologne – Germany</td>
<td>RDA Workshop, International Trade Fair for Coach Travel and Tourism. RDA is the leading sales, purchasing and networking platform for the international coach and group holiday <a href="http://www.rda.de">www.rda.de</a></td>
<td>Visibility of the project promoted to more than 13.000 trade visitors: Exhibitor product profile: members of the international Bus Tourism Assn. RDA: Hotels and restaurants, tourist organizations, leisure-time facilities, tour operators, etc.</td>
<td>KHM</td>
</tr>
<tr>
<td>Date and Place</td>
<td>Event/Meeting</td>
<td>Details</td>
<td>Contact</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>September 11-12 2009, Ljubljana, Slovenia</td>
<td>Partner Meeting EU funded Project “VoCH” – Volunteers for Cultural Heritage at the Slovenian Museums Association</td>
<td>Commitment of the Director of the SMA, Mrs Metka Fujs, to promote euromuse.net to associated museums</td>
<td>IBACN, Amitié</td>
</tr>
<tr>
<td>September 14-18 2008, Athens Greece</td>
<td>In 2008 CIDOC met in Athens, Greece at the invitation of ICOM Greece and the Benaki Museum. The conference theme was &quot;The Digital Curation of Cultural Heritage&quot;. <a href="http://www.cidoc2008.gr">www.cidoc2008.gr</a></td>
<td>Audience of international museum professionals and documentation specialists Contacts made to museum directors and professionals from Sweden and Norway</td>
<td>SPK</td>
</tr>
<tr>
<td>September 18-19 2008, Bordeaux, France</td>
<td>ETF European Tourism Forum</td>
<td></td>
<td>ProvRN</td>
</tr>
<tr>
<td>September 25-26 2008, Leipzig, Germany</td>
<td>Minerva Conference</td>
<td>Contact with Poland, Slovakia Accesion of Stadtgeschichtliche Museum Leipzig</td>
<td>SPK</td>
</tr>
<tr>
<td>1-5 October 2008, Bertinoro, Italy</td>
<td>EMF Workshop “Museums and Local Resources: a European perspective”</td>
<td>25 museum contacts in 10 European countries</td>
<td>IBACN</td>
</tr>
<tr>
<td>October 6-8 2008 Berlin, Germany</td>
<td>Herbsttagung Museumsdokumentation</td>
<td>Contacts to German museums</td>
<td>SPK</td>
</tr>
<tr>
<td>October 13-14, Berlin, Germany</td>
<td>12. Tourismusgipfel - Bundesverband der Deutschen Tourismuswirtschaft (BTW)</td>
<td>Contact with Hotel chains</td>
<td>SPK</td>
</tr>
<tr>
<td>October 20-26 2008 Limasol, Cyprus</td>
<td>VSMM – Virtual Systems and Multimedia</td>
<td>Contacts to Cyprus museums, among which the Leventis Museum, Nicosia</td>
<td>SPK</td>
</tr>
<tr>
<td>October, 22 Bordeaux, France</td>
<td>Cultural Mediation Conference</td>
<td>Presentation of euromuse.net to museums and cultural institutions of the Aquitaine. Region. Commitment of the Director of AEC (Aquitaine Europe Communication), Mr Hervé Le Guyader, to</td>
<td>Amitié</td>
</tr>
<tr>
<td>Date</td>
<td>Event Details</td>
<td>Promotions and Activities</td>
<td>Location</td>
</tr>
<tr>
<td>----------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>October 22-24, 2008, Rimini, Italy</td>
<td>TTG – Travel Tourism Gazette</td>
<td>Presentation of euromuse.net to tourist organisations</td>
<td>Prov RN</td>
</tr>
<tr>
<td>October 24, Berlin, Germany</td>
<td>Partner Meeting EU funded Project “MAP for ID” – Museums as Places for Intercultural Dialogue</td>
<td>Commitment of the City of Turin, Museo de America, and British Museum to promote euromuse.net to associated museums</td>
<td>SPK, IBACN, MuRN</td>
</tr>
<tr>
<td>November 5, 2009, Rome, Italy</td>
<td>Training course “La cultura parla europeo. Successful experiences of EU funded projects” organised by Istituto Sturzo</td>
<td>Presentation of Euromuse.net to 100 institutions attending the course</td>
<td>MuRN</td>
</tr>
<tr>
<td>November 11-12, Jerusalem, Israel</td>
<td>EVA Conference</td>
<td>Presenting the euromuse.net service to Israeli museums. Membership of the Israeli Museum</td>
<td>Amitié</td>
</tr>
<tr>
<td>27-28 November, Paris, France</td>
<td>Conference on Digitisation of Cultural Heritage</td>
<td>Membership of Luxembourg museums</td>
<td>SPK, Amitié</td>
</tr>
<tr>
<td>November 27-29, 2008, Riccione, Italy</td>
<td>2^ International Conference on Sustainable Tourism</td>
<td>Presenting the euromuse.net service Agenda 21 – Professional group for promoting sustainable tourism and cultural destinations</td>
<td>ProvRN</td>
</tr>
<tr>
<td>November 28-29, Ljubljana, Slovenia</td>
<td>NEMO Conference</td>
<td>Presentation of Euromuse to 32 European networks and contacts with the following museums and associations: Netherlands Museums Association, Finnish Museum Association, Prado Museum, Madrid, Irish Museums Association, Tolstoy Museum, Museums Association UK</td>
<td>SPK IBACN</td>
</tr>
<tr>
<td>December 2-3, 2008, Moscow,</td>
<td>EVA Moscow</td>
<td>Contacts to Russian Museums. Direct contact and expression of interest</td>
<td>Amitié</td>
</tr>
</tbody>
</table>
2.2.2 Upcoming events to visit

This is a not-exhaustive list of events, conferences and fairs for period up to the end of the project. This list is updated by the project partners continuously.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event Description</th>
<th>Organisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 20 2009,</td>
<td>Bologna, Italy</td>
<td><strong>Euromuse Conference “Musei e Turismo Culturale”.</strong> Meeting with museums and tourist operators of the art cities in Emilia Romagna</td>
<td>Prov RN, IBACN, MuRN</td>
</tr>
<tr>
<td>January 28-30 2009,</td>
<td>Amsterdam, NL</td>
<td><strong>ENTER 2009 Conference</strong> Presentation of euromuse.net case study for searching exhibitions in a workshop meta-search</td>
<td>ECCA</td>
</tr>
<tr>
<td>February 13 2009</td>
<td></td>
<td>Second meeting <strong>ATHENA</strong></td>
<td>SPK Amitié</td>
</tr>
<tr>
<td>February 19-22, 2009</td>
<td>Milan – Italy</td>
<td><strong>BIT – Borsa Italiana Turismo</strong></td>
<td>KHM Prov RN</td>
</tr>
<tr>
<td>March 11-15 2009</td>
<td>Berlin, Germany</td>
<td><strong>ITB - Internation Tourism Fair Berlin</strong></td>
<td>SPK</td>
</tr>
<tr>
<td>March 23-25 2009</td>
<td>Ferrara, Italy</td>
<td><strong>Fiera del Restauro</strong> Trade fair on the art of restoration and conservation of the cultural and environmental heritage.</td>
<td>IBACN</td>
</tr>
<tr>
<td>May 6-9 2009</td>
<td></td>
<td><strong>European Museum of the</strong></td>
<td>IBACN</td>
</tr>
<tr>
<td>Event Location</td>
<td>Year</td>
<td>Event Details</td>
<td>Organiser</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>----------</td>
<td>-------------------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td><strong>Bursa, Turkey</strong></td>
<td>May 28-29 2009</td>
<td>Award Ceremony</td>
<td>Maitagung</td>
</tr>
<tr>
<td><strong>Rimini, Italy</strong></td>
<td>18-21 June 2009</td>
<td>The Festival of Ancient World.</td>
<td>SPK</td>
</tr>
<tr>
<td><strong>Rimini, Italy</strong></td>
<td>August 2009</td>
<td>RDA Workshop. International Trade Fair for Coach Travel and Tourism.</td>
<td>MuRN</td>
</tr>
<tr>
<td><strong>Prague, Czech Republic</strong></td>
<td>September 2009</td>
<td>Tourism workshop</td>
<td>KHM</td>
</tr>
<tr>
<td><strong>Budapest, Hungary</strong></td>
<td>September 2009</td>
<td>Tourism workshop</td>
<td></td>
</tr>
<tr>
<td><strong>Paestum (SA), Italy</strong></td>
<td>November 2009</td>
<td>Mediterranean Exchange of Archaeological Tourism</td>
<td>MuRN</td>
</tr>
<tr>
<td><strong>Venice, Italy</strong></td>
<td>November 2009</td>
<td>Salone dei Beni e delle Attività Culturali</td>
<td>MuRN</td>
</tr>
<tr>
<td><strong>Milan, Italy</strong></td>
<td>5 December 2009</td>
<td>CEN/ISS PT Meeting Presentation of euromuse.net as best practice for the CEN</td>
<td>ECCA</td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>Borsa Internazionale Turismo International Tourism Exchange is the most</td>
<td>KHM</td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>important workshop worldwide for the Italy tourism system and continues with</td>
<td></td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>its internationalisation strategy. A full-scale strategy that involves BIT</td>
<td></td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>in all the key events of the industry at a global level.</td>
<td></td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td><a href="http://www.bit.fieramilanoexpect.s.it">www.bit.fieramilanoexpect.s.it</a></td>
<td></td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>International Fair. La Dolce Vita</td>
<td>MuRN</td>
</tr>
<tr>
<td><strong>London, UK</strong></td>
<td>March 2010</td>
<td>Cultural week</td>
<td>IBACN</td>
</tr>
<tr>
<td>Italy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
| April 2010 – **Ferrara, Italy** | **Fiera del Restauro**  
Trade fair on the art of restoration and conservation of the cultural and environmental heritage. | MuRN | 
| May 2010 | European Museum of the Year Award Ceremony | IBACN | 
| June 2010 – **Rimini, Italy** | The festival of Ancient World | MuRN  
ProvRN  
IBACN | 
| August 2010 **Cologne, Germany** | RDA Workshop.  
International Trade Fair for Coach Travel and Tourism | | 
| September 2010 **Prague, Czech Republic** | Tourism workshop | KHM | 
| September 2010 **Budapest, Hungary** | Tourism workshop | KHM | 
| October 2010 **Arezzo, Italy** | Museum Image  
www.museumimage.it | IBACN  
MuRN | 
| November 2010 **Paestum (SA), Italy** | Mediterranean Exchange of Archaeological Tourism. | MuRN | 
| November, 2010 **Venice, Italy** | Salone dei Beni e delle Attività Culturali  
www.veneziafiere.it | MuRN |
3. Workshops

3.1 Dissemination approach:

To get in contact with tourism services and industrial users, which are going to use euromuse.net service via the Harmonise tools, the euromuse.net project partners participate in main exhibitions, fairs and events targeting the cultural and/or the tourism sector on an international level to raise attention of potential users, and host meetings and seminars where the euromuse.net project is explained to regional and national cultural tourism players. The promotion is expected to encourage other museums to make their content available to the euromuse.net project and to attract more and more tourism boards and companies.

3.2 Training approach:

Training activities targeting the stakeholders started within the first year of the project, in order to personally address the users of the system. The activities started immediately after setting-up the final pilot service, and will continue till month 30.

The training workshops organised help the stakeholders to inform about the service and the different ways to use it, to decide for the way they prefer and to be advised to it by qualified and experienced trainers. At the same time, the objective of this action is to find out how to improve activities necessary for supporting the professional users (i.e. the museums and tourism industries accepting to pay for the service), the training packages and to attract new stakeholders and users of the service.

For the project partners the workshops are a very effective channel to introduce the service to an interested community.

3.3 Training sessions organised

The euromuse.net project partners organised training workshops for the contacted and interested users of the service. These workshops took place in Berlin and Rimini (as well as in the beginning of 2009 in Bologna).

Because of the unforeseen and still pending situation concerning the Austrian partner KHM, the training workshop planned for Austria had to be postponed for a few months. The project partners are aware of this fact and will catch up the first Austrian training in the first months of 2009. Nevertheless, museums and tourism services have been contacted in Austria, too.

3.3.1 Berlin, November 26th, 2008

Please find the proceedings of the workshop attached in the Annex 1 at the end of the document.
3.3.2 Rimini, December 19th, 2008

Please find the agenda of the workshop attached in the Annex 2 at the end of the document.

3.4 Feedback from the workshops

3.4.1 Berlin

To test and evaluate the training concept, a first training session has taken place in Berlin in the Institute for Museum Research in front of students of museology from the University of Applied Sciences. The workshops aim was to test the training approach in front of a museum related group of people, but not yet the real members of the service. The aim of this workshop is to generate feedback from the participants and to confirm the training approach.

The workshop was structured as follows:
- presentation and introduction into the euromuse.net project (portal and Harmonise)
- online-presentation of the euromuse.net backend
- test training workshop in front of the students
- discussion of the approach

The minutes from the workshop (enclosed in the Annex 1) reflect the suggestions given by the students.

Some very concrete suggestions to better tackle the aim of the project, to link the museums to the tourism sector have been given, like to add links to tourism related service from the museums on the portal.

One group of suggestions was related to improve the online portals function, like:
- integrating GIS-services
- enlarge fonts of headlines

A second topic with suggestions was related to refinements of the current (printed) manuals, which have been reflected in majority. Most of the suggestions concerned the layout and the structure of the manuals, like:
- highlighting the screenshots to improve their contrast also for black/white-prints
- add “summary boxes” to the manuals, e.g. for symbols from the TYPO3-backend

The suggestions have been reflected by the project group and have been implemented as far as possible.

3.4.2 Rimini

The following technical suggestions have been given by the workshop participants regarding the improvement of the TYPO3-backend:
- the archive "storage-buildings should not be visible to every user to avoid accidental cancellations of already inserted data
- some users were not able to visualize some tables like "exhibitions" and "museums" (although Thorsten Siegmann explained on-line how to create this tables manually)
- the calendar to enter the dates of the exhibitions is not active
there are still problems with the upload of pictures (which are visualized in the back-end but not on the portal for which they have still to be send separately by email)
• once the entered data is saved, the anteprima web is not working

Generally speaking after the data entry the result can not be visualized immediately on the portal - there is still a filter by the Berlin team.

Maybe the use of the CMS of the City of Rimini via Harmonise could be a way to overcome this aspect.

3.5 Effects on Deployment

The workshops turned out to be a very effective way to establish the first fact-to-face contact with interested museum operators, which belong to one of the two principal target groups of euromuse.net. Initially this target group has been contacted and supported via phone or email. The event strengthened the relationship between the deployment offices and the interested parties.
4. Annexes

Annex 1  Minutes from the test case in Berlin

Protokoll Test-Trainings

Ort:  Institut für Museumsforschung

Teilnehmer:  Studenten des Besucherforschungsseminars aus dem Studiengang Museologie, Thorsten Siegmann, Lynn Rother

Ablauf:
- Präsentation des euromuse.net Projekts (inkl. Harmonise-Schnittstelle)
- Vorstellung des euromuse.net-Portals
- Vorstellung des Trainingkonzepts für das euromuse.net Backend
- Diskussion

Das Protokoll hält im Folgenden stichwortartig Feedback und Kommentare der Studenten fest, die im Rahmen der Veranstaltung gegeben wurden.

Allgemeine Anregungen/positive Kritik:
- hilfreiches Tool, um sich Übersicht über Ausstellungen zu verschaffen
- einfache und übersichtliche Bedienung
- Harmonise wird als sinnvolles Tool angesehen

Verbesserungsvorschläge und Anregungen, die das euromuse.net Portal betreffen:
- Bildergalerie ist nicht ausreichend als solche erkennbar. Deutlichere Kennzeichnung des Umschalters
- Titel (Ausstellungen und Museen) sind zu klein
- Ziel der Anknüpfung von euromuse.net Internetportal an Tourismussektor auf der Website deutlicher herausstellen
- Besteht die Möglichkeit, direkt auf Tourism-Related-Offers auf den Museumswebsites zu verweisen?  ➔ sinnvoller Zusatzservice für Tourismdienstleister
- Georeferenzierung: Die Museumsstandorte sollten auf Karten anzeigbar sein, um Besuchern die Anreise zu erleichtern und Verknüpfungen mit Routenplanern etc. zu ermöglichen

Kommentare und Anregungen bezüglich der Manuals
- Deutlichere und im S/W-Druck unterscheidbare Hervorhebung in die Manuals einfügen (aktueller Farbton ist zu schwach)
- Glossar mit zentralen Begriffen / Fragen ergänzen
- Symbole (Backend) sollten an einer Stelle herausgestellt werden.

Weitere Kommentare:
- euromuse.net – Wie spricht man das aus?
- Mehr Museen würden das Interesse der Nutzer am Portal erhöhen.
Annex 2 Report from the Rimini-workshop

The workshop took place the 19th of December from 9.30 to 12.45. It was dedicated exclusively to the presentation of the TYPO3 programme. The 13 participants (partners included) followed the training session. The following museums/public bodies expressed their interest:
1) Province of Reggio Emilia
2) Maramotti Collection (Reggio Emilia)
3) Fellini Museum (Rimini)

Margherita Sani presented Euromuse whereas Sonia Mariotti introduced HARMONISE highlighting the differences when compared to TYPO3. Furthermore participants learnt about the portal currently under development by the City of Rimini and the decision to automatically transfer data from the portal to Euromuse. The system can be extended to other bodies or organisations. In this way data entry would be centralised by the content management system of the portal.

The only critical aspect: the management of the system of the City of Rimini is not free of charge whereas the TYPO3 is an open source free of charge.

Mauro Ferri simulated a the data-entry of via a test exhibition using the TYPO3. Participants who had been provided by Thorsten Siegmann with an access code were able to follow the process directly from their computer.
Agenda of the Training event, Rimini, 19th of December 2008

PROVINCIA DI RIMINI
COMUNE DI RIMINI
ISTITUTO PER I BENI ARTISTICI, CULTURALI E NATURALI

PROGETTO EUROMUSE.NET
GIORNATA DI FORMAZIONE PER L’UTILIZZO
DEL PROGRAMMA DI INSERIMENTO DATI TYPO 3 e
HARMONISE
Venerdì 19 dicembre 2008
AULA INFORMATICA DEL CESCOT, VIA CLEMENTINI, 31 – RIMINI
(zona stazione)
PROGRAMMA DELLA GIORNATA

Ore 9.30 – 13.00
- Breve presentazione del progetto euromuse.net (Margherita Sani, IBACN, Bologna)

- Presentazione del backend TYPO 3: L’inserimento e l’aggiornamento dei dati relativi ai musei ed alle mostre. (Mauro Ferri, Comune di Rimini)

- Le evoluzioni del progetto euromuse.net: Il sistema HARMONISE. L’esperienza del Comune di Rimini (Sonia Mariotti, Comune di Rimini)

ore 13,00 pausa pranzo

Nel pomeriggio, dalle ore 15.00 alle ore 17.00, è possibile partecipare ad una visita guidata alla Domus del Chirurgo, alla sezione archeologica del Museo della Città ed al Tempio malatestiano.
Per motivi organizzativi si prega di segnalare la propria partecipazione alla visita guidata (tel.0541-716.388, e-mail: lvannoni@provincia.rimini.it).