

Italy – Croatia



Socializing Craft & Contemporary Art for Sustainable Tourism

SOCRAT Newsletter #1 | June 2025 n°1

Welcome to the very first edition of the SOCRAT newsletter! In this issue, we're highlighting exciting developments and collaborative actions taking place along the Adriatic coast. From Polignano a Mare

and Bari through Venice to Pula, Opatija, and Zadar – our partners are joining forces to make sustainable cultural tourism a vibrant and tangible reality. Ready to dive into it? **Let's go!**

What is SOCRAT?

SOCRAT – Socializing Craft & Contemporary Art for Sustainable Tourism – is an Interreg Italy–Croatia project that connects tradition with innovation. Our goal? To foster sustainable tourism and community empowerment by tapping into the potential of contemporary art, traditional crafts, and cultural industries. Through collaborative action and creativity, we aim to enrich tourism experiences and open new economic and cultural opportunities for our local communities.

Our key innovation: Creative Living Labs (CLLs). These are collaborative spaces where artists, craftspeople, civil society, and local institutions come together to design new tourism experiences rooted in authenticity and local heritage.

Kick-off in Polignano a Mare

Our journey officially began in the stunning seaside town of Polignano a Mare, Italy, in June 2024. Hosted by the lead partner, Pino Pascali Foundation, the two-day meeting brought together project partners for an inspiring launch.

Key moments included partner introductions, setting up the Steering Committee, and an engaging session with the Interreg Italy-Croatia Programme Manager. The event laid the foundation for future collaboration, and it was a perfect start to this creative journey.



Exploring Local Creativity: Workshop in Zadar

In January 2025, our partner INOVAcija held a workshop in Zadar focused on the qualitative analysis of the cultural and creative sector. The event brought together artists, cultural organizations, and community stakeholders to identify synergies and shape future Living Labs.

Participants filled out detailed questionnaires, helping map the region's creative ecosystem. Insights gathered here will guide the next steps, including the launch of pilot creative hubs using modern tools like 3D printing and scanning technologies.





Weaving the Past into the Future: Presentation in Istria

Held in February 2025 at the Coworking Centre Pula, this event introduced SOCRAT to Istria's cultural scene. From traditional textiles to digital storytelling, the region is bursting with creative energy.

Experts, artists, and policymakers explored how cultural heritage can shape new tourism products, with a special focus on the New European Bauhaus principles: sustainability, inclusion, and beauty. Senior curator Lidija Nikočević inspired the audience with stories of textile heritage and its untapped creative potential.

Partnership Meeting in Opatija

In March 2025, partners gathered in the elegant town of Opatija, Croatia, hosted by the Kvarner Region Tourist Board. Discussions revolved around key project deliverables, such as mapping creative industries, preparing for Creative Living Labs, and defining strong communication strategies.

The team emphasized storytelling and digital outreach to bring SOCRAT to broader audiences and inspire active community involvement. It's all about collaboration – and we're excited for what's next!



SOCRAT partners reunited in Mestre & Venice!

On **17-18 June 2025**, the SOCRAT project partners gathered in the stunning cities of **Mestre** and **Venice** for a two-day **Steering Committee and Partnership Meeting**.

Hosted in a truly inspiring setting, the meeting offered space to discuss the current progress of project activities, align upcoming tasks, and exchange valuable insights among partners. Special attention was given to stakeholder involvement, communication tools, and joint pilot actions that will bring the project closer to local communities.

With warm collaboration and shared commitment, the SOCRAT journey continues to build bridges for **social innovation and community resilience** across the programme area.

Stay tuned – great things are on the horizon!



WHO WE ARE?



Bari



REGIONE DEL VENETO



CONFARTIGIANATO VENETO FORMAZIONE



REGIONE ISTRIANA

KVARNER REGION TOURIST BOARD
Diversity is beautiful



Ustanova za razvoj kompetencija,
inovacija i specijalizacije
Zadarske županije



University of Zadar
Universitas Studiorum
Jadertina | 1396 | 2002 |

Project Partners:

- PINO PASCALI FOUNDATION - MUSEUM OF CONTEMPORARY ART (IT)
- NATIONAL CONFEDERATION OF THE CRAFT SECTOR AND SMALL AND MEDIUM ENTERPRISES BARI - CNA BARI (IT)
- VENETO REGION (IT)
- VENETO INSTITUTE FOR LABOUR (IT)
- REGION OF ISTRIA (HR)
- KVARNER REGION TOURIST BOARD (HR)
- THE INSTITUTION FOR THE DEVELOPMENT OF COMPETENCE, INNOVATION AND SPECIALIZATION OF ZADAR COUNTY INOVACIJA (HR)
- UNIVERSITY OF ZADAR (HR)

Let's stay connected!



Be part of our journey as we explore, create and promote sustainable tourism across borders.

Project website

www.italy-croatia.eu/web/socrat

Tik Tok

@socratproject

www.tiktok.com/@socratproject?lang=en

LinkedIn

SOCRAT Interreg Italy-Croatia Project

[www.linkedin.com/in/](https://www.linkedin.com/in/socrat-interreg-italy-croatia-project-65659232b/)

[socrat-interreg-italy-croatia-project-65659232b/](https://www.linkedin.com/in/socrat-interreg-italy-croatia-project-65659232b/)

Instagram

www.instagram.com/projectsocrat/

Facebook

[www.facebook.com/](https://www.facebook.com/profile.php?id=61566172654660)

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