

# Interreg - IPA CBC

Italy - Albania - Montenegro



AIDA



# AIDA

ADRIATIC  
IDENTITY THROUGH  
DEVELOPMENT OF  
ARTS

**AIDA was implemented in order to create a model of Adriatic identity based on memory awareness, developed through desk and field research, creating networks of local communities in the cities of Lecce, Campobasso, Tirana and Ulcinj connected in a cross-border network of communities in the Adriatic area.**

## **CREATIVE ADRIATIC IDENTITY MODEL**

Over the centuries, the Adriatic Sea has been a silent witness to civilizations, crossed cultures and religions, a composite play of interrelations acting in the elaboration of a cultural koine.

In the region bordering the Adriatic sea (Puglia, Molise, Albania, Montenegro), it is natural to recognize, rediscover and enhance multiple elements of compatibility and integration.

AIDA project aimed at identifying and highlighting the common features to citizens and communities involved from the entire Programme area.

The purpose was to design a Creative Adriatic Identity Model based on two precise and interconnected paths: on one side a research carried out in each community by relevant professionals studying history, social aspects and awareness memory of the communities themselves. On the other side artistic and creative works involving professionals and citizens of the communities to shape and return to the communities what arises from academic research.

The goal of these activities was to bring to light the features deeply composing the identity of the single individual and of the entire community, to leave a track, tangible, of memories, history on disposal for the knowledge of nowadays citizens and of the future ones and to enhance those places where still lies history but the actual life has forgotten

Aida moves from particular contexts to arrive at a vision of the whole where each story is a tile of a complex and plural past. The Adriatic Sea is the bridge to build new relationships, using art as a tool to find an identity to be re-composed and re-combined to form different. Aida wanted to enhance the historical, cultural and identity heritage of these villages through art and theatre.

To achieve this goal, the entire life of the project has been planned into steps, independent but interconnected.

## **PROJECT STAGES**

The First Stage included a Desk Research and a Field Research carried out simultaneously in the four city involved in the project: Lecce, Campobasso, Tirana, Ulcinj. The original method saw researchers, professors, artists and people living in the territory working together, each one as a piece of the whole, melting the experiences and people from one side to the other of the Adriatic sea

Desk research is an academic research on the Adriatic Identity. Professionals (sociologists, anthropologists) study the involved area and identify common items on what means Adriatic Identity.

Field Research took the step from the desk research but involved people, citizens, stakeholders and authorities through interviews to identify common memories about places, history and stories, rites, traditions still lying in culture.

The creation of local community networks in the cities of Lecce, Campobasso, Tirana and Ulcinj was fundamental in creating a cross-border network of communities in the Adriatic area. Art has contributed to the recovery of collective memory, linking it to abandoned and forgotten places, symbols of lost memory. Art has been the main tool to enhance the real soul of communities, the way to return to citizens, current and future, the memory of forgotten places and traditions linked to the recent past and still present in the layers of culture.

The Second Stage has been the AIDA Production "La Riparazione". All results of the first stage have driven to the conception of a single production summarizing all the contents of the shared Adriatic Identity. The production has been realized by a group of artists coming from the fourth involved areas. They worked together under the supervision of an artistic director. Through the analysis of the researches, the history of each place and the stories of each artist, the Production has been realized. This artistic process allowed intimate narratives to be made collective and social and fostered a process of re-reading the history, memory, and culture of these places, producing knowledge precisely from the emotions and reflexivity of the observer, going beyond religious, social, cultural differences to discover ties and commonalities.

The Main Stage, the Third, is The Adriatic Identity Model. The Adriatic Identity is characterized by conflicts, dictatorships, migrations; in these lands the sense of the family emerges as a safe place but to be left to allow individual growth. The rites are witness to the transmission of a religious tradition deeply rooted in the conscience; here the ancient language encloses symbolic dimensions transmitting values and historical codes. These items compose a significant bridge among cultures from one side of the Adriatic to the other, united by the same gaze at the same sea that over has divided as it has united over the centuries.

## **CONCLUSIONS AND OUTCOMES**

The Model could be applied to other cities and communities, involving citizens, stakeholders and service providers, to identify memories and history of the forgotten places to be returned to people thanks to the art works. Forgotten places are enhanced by the art performances staged in these uncommon location and people have the possibility to know them and the recent history of the same place in which they live. Young citizens and artist could be easily involved. Actual and future citizens have the real possibility to know their own recent past and to underline and highlight the common features with our next door neighbors, to let people realize the difference but overall the similarities and to discover a new sense of humanity.

## WAS REALIZED BY

Koreja Cooperative Society Social Enterprise (KOREJA) – Lecce - Italy

Molise Culture Foundation (FMC) – Campobasso - Italy

Tirana Cultural Center (QKT) – Tirana - Albania

Ngo Foundation Lika (LIKA) – Ulcinj - Montenegro

and with a large number of experts:

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## SEE THE VIDEO

