The project timeline

Our philosophy

The virtual port center

Future targets
PROJECT OVERVIEW

COSTS: €299,808,111.2
FUNDS: PORT NETWORK AUTHORITY OF THE IONIAN SEA - PORT OF TARANTO

- **AUGUST 2019**: PROJECT APPROVED
- **SEPTEMBER 2019**: CONTRACT SIGNED
- **JULY 2020**: THE PROJECT DESIGN ACTIVITIES HAVE BEEN KICKED-OFF.
- **OCTOBER 2021**: OFFICIAL PRESENTATION DURING THE TARANTO PORT DAYS
- **APRIL 2022**: LAUNCH OF THE VIRTUAL PORT CENTER

[www.tarantopenport.com](http://www.tarantopenport.com)
“TARANTO IS A PERFECT CITY. LIVING THERE IS LIKE LIVING INSIDE A SHELL, AN OPEN OYSTER. HERE, NEW TARANTO, THERE, CROWDED, OLD TARANTO, AROUND THE TWO SEAS AND THE SEAFRONT PROMENADES”

Pier Paolo Pasolini
“Port and territory”

- The Three-Year Operational Plan 2023–2025 of the Port Network Authority of the Ionian Sea has identified six strategic objectives to be achieved by 2025: business intelligence & digital port operations, sustainability, energy transition & environmental transition, infrastructures & logistics, port and territory, internationalization, governance & accountability.
- “Port and territory” is the main field covering a constellation of actions focused on the development of a broader place-making and social integration strategy.

“Rethink the view of Taranto port–city”

- The industrial framework of Taranto has overwhelmingly influenced the perception of the city's image and cultural approach both locally and globally, at the expense of the natural beauties and huge cultural heritage owned by the city.
- The Port Authority, together with a number of local private and public stakeholders, decided to change the course and put the Sea at the heart of a general strategy to renew and revitalize port–city relationships.
- The Port Authority is cooperating with the AIVP Association to enhance its role in the field of port and city relations globally.

“Open Port is more than a project”

- It is a participated “construction site” in which the design takes its shape in an original and innovative concept for the worldwide Port Exhibition Center panorama.
- A brand-new approach for Taranto port–city that makes territorial involvement and listening to its requests the basis on which to build the strategic vision of the virtual museum from the perspective of sustainability, public participation and sense of belonging.

**OUR PHILOSOPHY**

1/2
Engagement and Participation

- We launched a territorial marketing action aimed at involving public and private actors – as well as the entire Ionian port cluster – in order to become port-city ambassadors and jointly collect the qualified contribution of privileged witnesses of the past history and current events of Taranto and its port.

- The propagation of knowledge and the sharing of documentary and iconographic material, historical references and direct testimonies have made it possible!

Rethink the view of the port-city

- Together with the project designers, we have gathered more than 500 subjects – among citizens, port workers, institutions, public and private companies – inside and outside the port domain.

- Artists, photographers, directors, musicians and other creative talents have been involved in the project development, in order to define a create way to communicate to the general public, with a totally different language, capable of sparking fascination and interest and be adapted to the multiple target groups concerned.

The phygital community

- The project is on the social networks with the aim to build a digital community and reach a multiple network of people across the web.

- In the coming months, the project will launch the “Port-city Instawalks” with the active participation of the phygital community.

Listen to the port sounds!
<table>
<thead>
<tr>
<th>UN Goals</th>
<th>AIVP Goals</th>
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<tbody>
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<td>04 - RENEWED GOVERNANCE</td>
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<td>05 - INVESTING IN HUMAN CAPITAL</td>
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<td>08 - PORT CITY INTERFACE</td>
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MATCHING WITH THE UN SUSTAINABLE DEVELOPMENT GOALS + AIVP AGENDA
“I WILL NEVER SEE BEAUTIFUL TARANTO/ I WILL NEVER SEE THE BIRCH TREES/ NOR THE MARINE FOREST;/ THE WAVE IS PETRIFIED/ AND THE OCTOPUSES PULSATE IN MY EYES./ YOU CAME, MY LOVE,/ IN A RIVER INLET,/ YOU HAVE STOPPED MY COURSE/ AND I WILL NEVER SEE BLUE TARANTO,/ AND THE IONIAN SEA WILL SOUND MY FUNERAL RITES”

Alda Merini
THE VIRTUAL PORT CENTER

The website [www.tarantopenport.com](http://www.tarantopenport.com) includes 7 main sections. They invite the users to navigate and explore the Port of Taranto.

1. **THE PROJECT**
   - Describes the various steps towards the launch of the virtual port center and the transition towards the physical one.

2. **THE PORT**
   - Includes an interactive map of port and a dynamic infographic about Taranto’s seaport.

3. **PORT LIFE**
   - A fascinating journey through time and space between port and city.

4. **PEOPLE OF THE PORT**
   - The human-emotional side of the port, through the faces, voices and sounds of the port community.

5. **TIMELINE**
   - A journey around the Port of Taranto from the Neolithic period to the establishment of the Port Authority.

6. **RITUALS AND MYTHS**
   - The Port of Taranto through a voyage of literature, film and insights, between myths and legends.

7. **BLOG**
   - The floor goes to citizens, students, associations and scholars. "Taranto, my port-city": what’s your story?

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FUTURE TARGETS

From virtual...

• Open Port is now a phygital place where to promote social integration, to make people experience what port life is all about. The virtual port center will remain open to all those contributions that will keep the exhibition itinerary alive, participated and up-to-date. The port center is conceived as a place also open to competitions, conferences, workshops, surveys and exchanges: a flourishing hub for original port culture. Action nr. 7 of the Three-Year Operational Plan 2023-2025 of the PNAIS provides for the transition of the exhibition Center from virtual to real.

...to reality!

• Open Port will physically open the doors of the Port of Taranto to the City. It will be located in a portion of the multipurpose “Falanto” service centre, a symbolic building in the link zone between the port and the city, located along the San Cataldo Pier. The internal installation will be an educational, information and interactive hub open to the local citizens and to all those – tourists and visitors – willing to explore the port and maritime culture. A lively place which through modern and shared contents and languages, will open the doors of the port to a target of active and involved visitors, especially young people: a place open to new ideas and new routes!
2 October 2021

Official presentation during the Taranto Port Days 2021

10 May 2022

Official engagement with the Port Center Network by AIVP and presentation of the project Open Port during the 2022 Port Center meeting held in Tangier (Morocco)

29 June 2022

Presentation «port-city relations» best practice during the EU project "Maritime Innovative Network of Education for Emerging Maritime Issues" (MINE-EMI) Final Conference

March 2023

Included in the CLIA Sustainability Toolkit as best innovative practice - at global level - to Connect Ports with Communities
Included in the document issued by Assoparti on a port center in Italy—operating guidelines for the creation of educational-exhibition spaces in the port area.

Short-listed by ESPO within the ESPO AWARD 2021 dedicated to the role of ports in the recovery of the city and the local community:
https://www.espo.be/media/ESPO%20Award%202021%20brochure%202021.pdf
THANK YOU! - MERCI!- GRACIAS! - GRAZIE!

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