

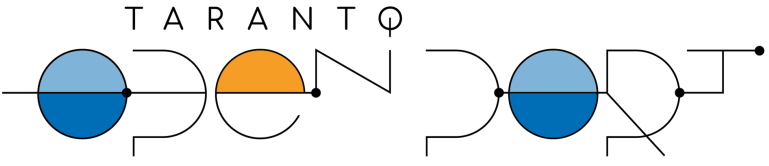
T A R A N T O



EXHIBITION CENTER
DEL PORTO DI TARANTO



Port Network Authority
of the Ionian Sea



EXHIBITION CENTER
DEL PORTO DI TARANTO



The project timeline
Our philosophy
The virtual port center
Future targets

Titolo presentazione



Port Network Authority
of the Ionian Sea



PROJECT OVERVIEW



COSTS: € 299.808,1112

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



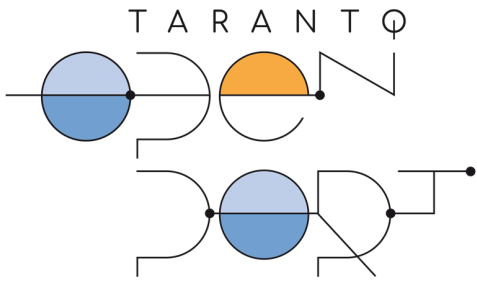
Port Network Authority
of the Ionian Sea

“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 Network Authority
of the Ionian Sea



OUR PHILOSOPHY

1/2

"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-ma(r)king 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.



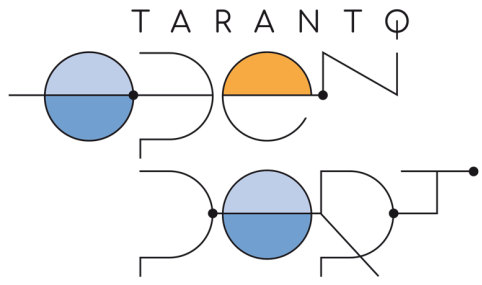
aivp :
INSPIRING PEOPLE OF PORT CITIES

Since 2021: Members of the AIVP Port center Network

Since 2022: members of the BoD of the Association



Port Network Authority
of the Ionian Sea



OUR PHILOSOPHY

2/2

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

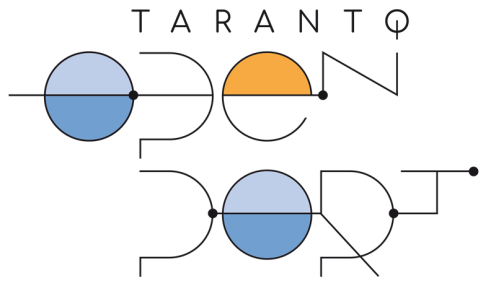
- The project is on the social networks with the aim to build a digital community and reach a multiple network of people across the web.
- In the coming months, the project will launch the "*Port-city Instawalks*" with the active participation of the phygital community.

 @openport_taranto
 @OpenPortTaranto
WWW.TARANTOPENPORT.COM

Listen to the port sounds!



Port Network Authority
of the Ionian Sea



MATCHING WITH THE UN SUSTAINABLE DEVELOPMENT GOALS + AIVP AGENDA



UN Goals	AIVP Goals
	04 - RENEWED GOVERNANCE
	05 - INVESTING IN HUMAN CAPITAL
	06 - PORT CULTURE & IDENTITY
	08 - PORT CITY INTERFACE



aivp
AGENDA 2030



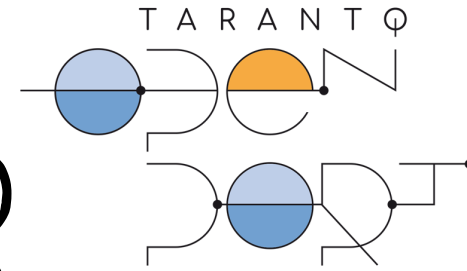
Port Network Authority
of the Ionian Sea

"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



Port Network Authority
of the Ionian Sea



THE VIRTUAL PORT CENTER

The website www.tarantopenport.com includes **7 main sections**. They invite the users to navigate and explore the Port of Taranto



THE PROJECT

Describes the various steps towards the launch of the virtual port center and the transition towards the physical one

THE PORT

Includes an interactive map of port and a dynamic infographic about Taranto's seaport

PORT LIFE

A fascinating journey through time and space between port and city

PEOPLE OF THE PORT

The human-emotional side of the port, through the faces, voices and sounds of the port community;

TIMELINE

A journey around the Port of Taranto from the Neolithic period to the establishment of the Port Authority

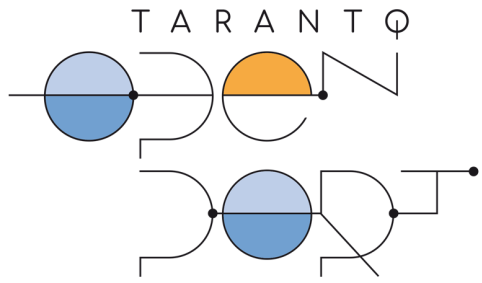
RITUALS AND MYTHS

The Port of Taranto through a voyage of literature, film and insights, between myths and legends

BLOG

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





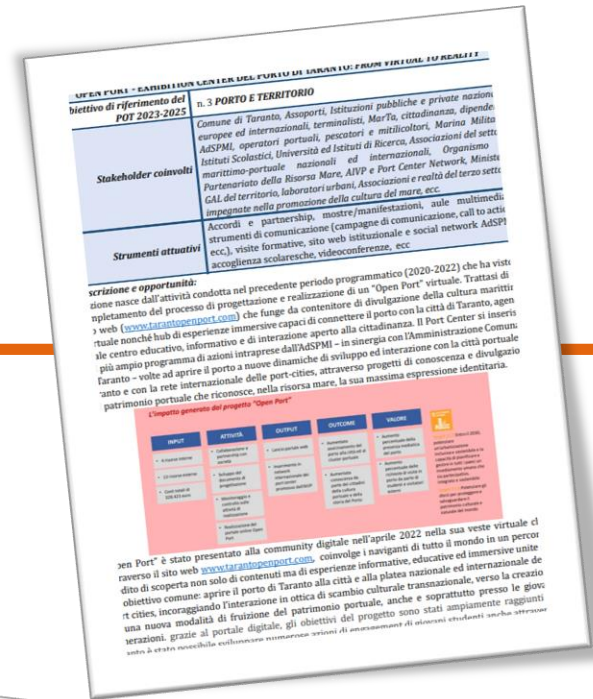
FUTURE TARGETS

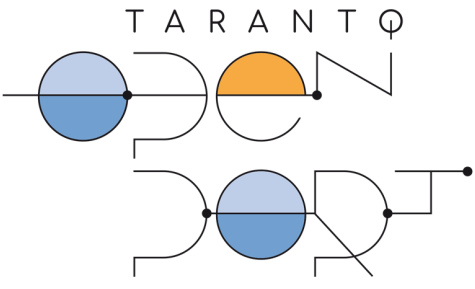
From virtual...

- 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!**





MAIN OFFICIAL PRESENTATIONS & ACKNOWLEDGEMENTS 1/2

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

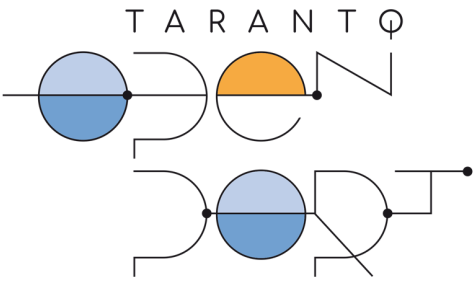


Presentation «port-city relations» best practice during the EU project "Maritime Innovative Network of Education for Emerging Maritime Issues" (MINE-EMI) Final Conference

March 2023



Included in the CLIA Sustainability Toolkit as best innovative practice - at global level - to Connect Ports with Communities



OFFICIAL PRESENTATIONS & ACKNOWLEDGEMENTS 2/2



PORT NETWORK AUTHORITY OF THE IONIAN SEA - PORT OF TARANTO, ITALY

"Port & Territory": a constellation of projects beyond Taranto port-city place-marking and social integration strategy

Our main challenge is to open the Port with the City by enhancing port-city relationships and fostering the massive opening to port culture through joyful activities, shared values, inclusive innovation and the sustainable integration of port activities.

George Pappas
President of the Port Network Authority of the Ionian Sea - Port of Taranto



Culture and Identity

The virtual Port Center of Taranto (Italy) is now online!

The port of Taranto is opening up to the city and the international public with its "Taranto Open Port" platform. The website, designed as an interactive resource for educating people about maritime and port culture, also aims to promote interaction for international cultural exchanges. To that end, Taranto Open Port is arranged in several theme-based sections: the project, the port, port life, the port's inhabitants, timeline, art, rites and myths, and finally a blog for discussing all of these themes. New content will eventually be added to the site, and changes will be made to reflect the port city's future development.

- Porto di Taranto
- Taranto Open Port
- Youtube - Live presentazione progetto Open Port

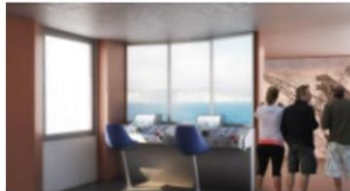
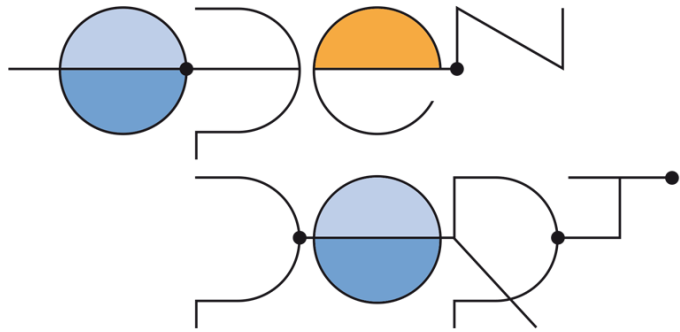


Included in the document issued by Assoporti on port center in Italy - operating guidelines for the creation of educational-exhibition spaces in the port area

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%20brochure%202021.pdf>

TARANTO



THANK YOU! - MERCI! - GRACIAS! - GRAZIE!



Noemi Frascella



noemi.frascella@port.taranto.it

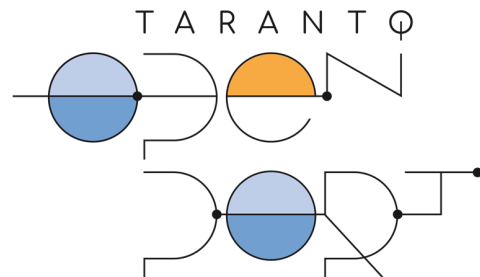


www.port.taranto.it

www.tarantopenport.com



[@openport_taranto](#)
[@OpenPortTaranto](#)



Port Network Authority
of the Ionian Sea