

Cultural Heritage. Scenarios 2015-2017

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FollowGondola

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1 FollowGondola

The website *FollowGondola*¹ represents one of the tasks realized by Regione Veneto through the *AdriaMuse Project*, supported by EU funds of the IPA Adriatic Operative Programme, programmed period 2007-13. The final goal of the project was to boost the common CH of the Adriatic coast.

The website *FollowGondola* in brief starts from an interactive map of Venice and allows discovering the major places of interest related with the *gondola*. It is accessible from any browser and it is available in eight languages; an app can also be downloaded for free on smartphones with geo-localisation system, both on Android and IOS.

Detailed multimedia content can be accessed from the menu, namely:

- a description of the project;
- some charts drawn by a Venetian artist and historian showing the evolution of the *gondola*, the bow iron, the *forcola*, and the *vela al terzo* throughout the centuries; some charts illustrating the steps of the *gondola* and *sanpiero* (*sandolo sanpiero*) construction process. Since one of the partners participating to the project - with which the region realized some coordinated activities - is the city of Scutari in Albania, there are also some images of Scutari boats. Such rare images are included in an unpublished book *Sailing and fishing in Scutari waters* by Zamir Tafilica. These are traditional boats, similar to the Venetian ones, which are found especially on Scutari lake and are realized by people from Scutari for fishing activities, but also for sailing;
- 8 videos specifically focusing on the fluvial tradition developed between Euganei mountains and Venice, and the crafts related to the

¹ <http://www.followgondola.it>.

gondola. Such videos show Venetian artisans in their *botteghe* while exercising the art of *squerarioli*, *remèr*, *battiloro* and *fondidór*.²

Followgondola guides through an itinerary in the city to discover places that are alive and continue these traditions, nourishing this CH. In particular, attention is paid to the gondolayard (the *squeri*) and the artisanal laboratories where some elements of the *gondola* are made, such as the *forcola*, the iron and the gold decorations. In addition, the interactive map shows also the places where it is possible to take a *gondola*, even only for going from one bank to another of the Canal Grande. The idea is to arouse people's curiosity through such videos, but also to invite them to go to such places in order to see and understand them by themselves.

Finally, on the interactive map of Venice there are some points of interest showing the strong connection existing between Venice and Albany during the Middle Age, consisting of several commercial and cultural exchanges. Nowadays, such connections survive in the Venetian toponomastics. Several 'Albanian roads' (*Calli dei Albanesi*) recall Albanian people's principal occupation in the textile sector, such as washing and carding (mostly wool, but cotton and silk also). Other points of interest focus on the historical Albanian or Turkish-Albanian presence in the city, whose record is kept nowadays only in the archive documents.

2 Some Considerations

The creation of *Followgondola* is the result of a relevant activity consisting of analysis, research and classification of demo-ethno-anthropological tangible and intangible goods belonging to the *marineria*, supported by experts and the active cooperation of the artisans, which allowed to insert 360 sheets (177 for intangible goods and 193 for tangible goods) in the database of the CH of the Region.³ Cataloguing represents the first step for preserving memory and protecting goods. With respect to CH, it is a particularly complex activity and therefore it is essential to achieve it within specific timeframes. In fact, as indicated by cataloguer Beniamina Viola in her report

An extremely relevant heritage, not only for Veneto region, resulted from the research activity. Also, it resulted very clearly that such an heritage risks, in absence of adequate safeguard and development actions, to inevitably lose its last representatives and be forgotten.

2 See for example <https://youtu.be/muAdcA4mr3g>.

3 <http://catalogo.regione.veneto.it/beniculturali/> and <http://beniculturali.regione.veneto.it/xway-front/application/crv/engine/crv.jsp>.

And still

In the artisan's craft and related products can be found, in a perfect synthesis, all those elements creating the identity of a land.

And finally

This vast heritage, which people generally perceive like a world confined in the tight borders of a remote past, rather than like a starting point towards future, still has much to give and say.

From this standpoint, patrimonial communities can be adequate subjects for promotion and re-use of the CH.

