

The project MarMuCommerce is part financed by the European Union under the INTERREG IIC Community Initiative of the ERDF



## NEWSLETTER N° 6 December 2007

### The MarMuCommerce Goals

Develop a set of methods and business models to:

- Allow heritage institutions to engage in commercial operations despite of institutional problems
- Explore models to generate additional income
- Making the heritage accessible in the framework of regional development in tourism and leisure
- Test the business model(s) generated in a pilot exhibition

### The Project Partners

#### Maritime Heritage Institutions:

- DSM: National Maritime Museum of Germany (DE)
- MMB: Maritime Museum of Barcelona (ES)
- CMM: Polish Maritime Museum in Gdansk (PL)
- MPD: Port Museum in Dunkerque (FR)
- DBM: German Mining Museum in Bochum (DE)

#### Universities and Public Consultants:

- CELSEM: Centre for Logistics and Maritime Services of the Technical University of Catalonia (ES)
- SCUE: Consultant's Office for EU (IT)
- P-IMHS: University of Portsmouth (UK)

[www.marmucommerce.com](http://www.marmucommerce.com)

### Last semester

The last semester of the MarMuCommerce project celebrates various highlights: the opening of the Maritime Museum in Taranto, the finalisation of MarMuCommerce Exhibition and the presentation of the project findings at the International Congress of Maritime Museums in Malta and in the conference "Museums in the Competition for Clients" as well as in the conference "Internet in Education" in Gdansk.

### Maritime Museum in Taranto

The formal opening of the "Museo delle arti piscatorie tarantine" at Palazzo Fornaro in Taranto was on the 11<sup>th</sup> of September 2007.



Opening of the Museo delle arti piscatorie tarantine

The support for the creation of the museum itself is one of the most significant outputs of the project, it is the first maritime museum in the region.



Opening ceremony

During the opening the presentation of the MarMuCommerce project was provided by Dr Alessandro de Donno (SCUE) and Beatrix Fromm (DSM). The event as well as a press conference resulted in articles in local and regional newspapers and in TV broadcasting.



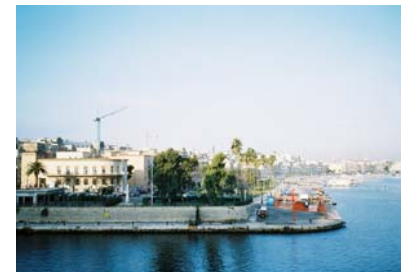
MarMuCommerce plaque

Moreover, all visitors of the new museum are informed about the MarMuCommerce thanks to a special plaque placed by the entrance and the information provide in one stand.



Museo delle arti piscatorie tarantine

Going beyond the project scope, SCUE has made good use of the experience obtained from the project, from the partners and from good practices identified to set-up the statute and business plan for the creation of a foundation supporting the Maritime Museum in Taranto.



City of Taranto

The Museo delle arti piscatorie tarantine is the first maritime museum in the region.

### Presentation of project findings

#### International Congress of Maritime Museums in Malta

The International Congress of Maritime Museums in Malta (ICMM), from the 8<sup>th</sup> to the 12<sup>th</sup> of October 2007, was chosen for the presentation of the MarMuCommerce project results.



Participants of the event reading the MMC brochures

The ICMM is a professional body of more than 300 member associations, organizations and individuals in the maritime preservation field, dedicated to international friendship, collegial cooperation and mutual understanding. Being the most important network of maritime museum professionals, it was identified by the project partners as the most suitable audience for their message.



MarMuCommerce stand

The MarMuCommerce stand was set up in the ICMM with a rolling presentation of the MarMuCommerce paper which would be delivered on Thursday 11<sup>th</sup> October on one laptop computer, and a demonstration of the virtual online exhibition on a second laptop. Also on the table were displays of free CDs of the virtual exhibition and the latest MarMuCommerce brochures. The table was backed with a poster display of the partners' individual posters. When

delegates emerged from the Conference Hall for the mid-morning break the table was an immediate attraction, with delegates trying out the online exhibition, asking questions and taking with them CDs and brochures.



MarMuCommerce presentation

The table was set up again on Wednesday 10<sup>th</sup> October and in afternoon of Thursday the 11<sup>th</sup> October, when the MarMuCommerce paper was presented. The paper presented at the ICMM is available at the MarMuCommerce website.

**Conference: Museums in the Competition for Clients**

The conference “*Museums in the Competition for Clients*” was organized by CMM on the 26<sup>th</sup> of October 2007 to disseminate the MarMuCommerce project results among museum professionals of the Gdansk and Pomorze region.



Conference: Museums in the Competition for Clients

The presentation on the business model was delivered by Katarzyna Nowicka while the joint virtual exhibition and the tool used for its creation were presented by Anna Cieminska. Two roll-ups and the leaflets on the virtual exhibition were produced for the event. The leaflets, MarMuCommerce brochures and calendars were distributed among ca. 60 conference participants.



Roll-up at the main building of the Polish Maritime Museum in Gdansk, promoting MarMuCommerce

**Conference: Internet in Education**

The conference entitled “*Internet in Education*” was organized in CMM on the 12<sup>th</sup> of November 2007 for a group of 90 teachers from Pomorze region. The MarMuCommerce joint virtual exhibition was presented as an example of a website of high educational and informative value. The teachers were given promotional leaflets and calendars.



Conference: Internet in Education

**Virtual exhibition**

The joint virtual exhibition has been finalised and is now available for the public under: [www.marmucommerce.com](http://www.marmucommerce.com)



MarMuCommerce home page

The new MarMuCommerce website – with a more attractive design and content – substitutes the old one. This new website contains now not only information on the project, but also the joint virtual exhibition on the European Maritime Heritage and a database of good practice examples and the most significant outputs of the project.



About the partners

To guarantee the durability of the project results, the consortium decided to keep on the maintaining of the MarMuCommerce website after the end of the project.



Joint virtual exhibition

**Final meeting**

The closure meeting of the MarMuCommerce project was held in Bremerhaven.



MarMuCommerce consortium

During the three year of cooperation, the partners of the MarMuCommerce project have formed an European network. All enjoyed working together and based on the Framework Agreement they will continue collaborating in the future.

The results of the project are available at the MarMuCommerce website.

