

NEWSLETTER

WHO WE ARE

The Via Querinissima is an international non-profit association and a **modern cultural route**, which aims at following Pietro Querini's itinerary by **sea** and by **land**, enhancing the **values** of **solidarity** and **hospitality**, as well as promoting **slow** and **sustainable** cultural tourism.

We are composed by public and private bodies:

Veneto Region (Italy); **Nordland Region** (Norway); **Vastra Götaland Region** (Sweden); **Municipality of Cadiz** (Spain); **North Adriatic Sea Port Authority** (Italy); **Pro Loco Sandrigo** (Italy); **Confraternity of Bacalà alla Vicentina** (Italy); **CERS** (Consortium of European Reenactment Societies - Italy); **UNPLI Vicenza** (Italy), **UNPLI Veneto** (Italy); **Municipality of Røst** (Norway); **Heraklion Development Agency** (Creta / Greece); **Municipality of Sandrigo** (Italy), **Nord University** (Norway); **Trondheim Municipality** (Norway), **Camino De Santiago de la Ría de Muros Noia Association** (Spain), **Accademia dello Stoccafisso all'Anconitana** (Italy), **Marciana National Library** as honorary member (Italy).



DO YOU KNOW THAT:

Cultural Routes of the Council Of Europe

Via Querinissima submitted its dossier for certification as a Council of Europe Cultural Route in July.

Why is this certification so prestigious? Let's find out together

The European Commission defines it as: *"an invitation to travel and discover Europe's rich and varied heritage, bringing people and places together in networks of shared history and heritage. They put the values of the Council of Europe into practise: Human Rights, Cultural Diversity, Intercultural Dialogue and mutual exchange across borders"*.

The programme was launched by the Council of Europe in 1987 with the Declaration of Santiago de Compostela.

To obtain certification, destinations must carry out innovative activities and projects in five priority areas of action: **cooperation in research and development; valorisation of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary artistic and cultural practises; cultural tourism and sustainable cultural development.**

Cultural routes provide a model for sustainable transnational tourism development and promote synergies at national, regional and local levels.



THE MEMBERS OF THE ASSOCIATION

The members introduce themselves and their connection with Via Querinissima



The Confraternity of Bacalà alla Vicentina was born in Sandrigo in 1987 with the aim of protecting and promoting the ancient and original recipe of “Bacalà alla vicentina”

Over the years, the Confraternity has organized important initiatives to make the bacalà alla vicentina known, in Italy and around the world, by participating in events, culinary exhibitions, food and wine conferences.

[More info on our website](#)

WHAT HAPPENED IN THE MEANTIME

Travels, Exchanges, Culture and Tourism: sharing best practices, strategies and values

On Friday 27 October, Nordland County Council, together with the International Cultural Association Via Querinissima, hosted this conference. A moment of confrontation between scholars and professionals to develop good practises and methods for a tourist and sustainable development of the project, new initiatives and collaborations.



Nordland County Council

In collaboration with Via Querinissima International Association presents

Travel, Exchanges, Culture and Tourism: sharing best practices, strategies and values



Friday 27th October 2023



Regione del Veneto, Palazzo Grandi Stazioni
Fondamenta Santa Lucia
Cannaregio 23 - 30121 Venezia



Info: steagn@nfk.no



Meeting with the expert appointed to evaluate Via Querinissima

On Saturday 28 October, We organised a meeting at the Veneto Regional Council with Mr. Matteo Malvani, who was in charge of evaluating Via Querinissima's candidature.

The meeting was also attended by Spain, Sweden, Norway and the Scientific Committee.

Together with Mr. Valvani and the other member countries of the Association, We discussed some aspects of the candidature and talked about the possibilities of developing the route.



Querini Opera in Venice

From 27 to 29 October, the Querini Opera performed at the Arsenale.

Congratulations to everyone for the skill with which they were able to reinterpret Querini's shipwreck, for one evening they managed to immerse us in this fascinating and adventurous story.

Also in the Arsenale there was Arena Querini; a meeting place for norwegian seafood and tourism companies, eager to get to know italians and open to business opportunites. Moreover other initiatives were also organized as show cooking and artists performaces.

Trough seafood, art and travel, Arena Querini has underscored the deep binding our countries.

Photo: Vidar Thorbjørnsen



Rebranding of the Logo

On Sunday 29 October, Via Querinissima President, Roberto Ciambetti, Director, Nicoletta Martorana and Project Leader for Nordland, Stefano Agnoletto presented the rebranding of the logo.

The rebranding prefers to iconise the concept of **networking and travel**. The stylised figures with recurring thicknesses and shapes trace the concept of the route as opening, route, departure, return and connection by sea and land.

We will soon send all members a brand manual with all the explanations on how to use the new version of the logo.



Bodø 2024

On November 3rd, the program for Bodø 2024, European Capital of Culture, was officially presented!

Discover the many events and projects waiting for you in Bodø and Nordland next year

Starting from the grand opening on February 3rd.

[Programme](#)

EVENTS AND ACTIVITIES



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

MEETING WITH THE STUDENTS OF THE MASTER DEGREE COURSE IN "TOURISM, CULTURE AND SUSTAINABILITY"

Today, 6 November, students from the University of Padua on the "Tourism Enhancement and Landscape Promotion" course is going on an excursion to the Veneto Regional Council to meet the

USI E COSTUMI

From 11 to 12 November, Via Querinissima will be present at the
'Usi e Costumi' in Ferrara.

The fair is organised by CERS (a member of Via Querinissima) and
is the first international fair dedicated to tradition as a tool in the
service of sustainable tourism.

A new and exciting opportunity to learn about and explore history,
heritage and local identities in Italy and abroad.

For more information visit the website!

More info



DON'T MISS THE LATEST NEWS

Stay updated on the **Via Querinissima**, follow us on [Facebook](#) and [Instagram](#) and discover our new
column: Querini' journey!

...and don't forget to use Via Querinissima's **official hashtags** for your communication:

#ViaQuerinissima

#InternationalCulturalAssociation

#PietroQuerini

#Stockfish

For any other information regarding marketing and communication, please write to
info@viaquerinissima.net

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