

# NEWSLETTER

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## DID YOU KNOW THAT:

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### Via Querinissima Days!

**The countdown is on! The Via Querinissima Days kick off this Wednesday!**

**December 4th and 5th:** two days to explore Querini's legacy in Greece and the tourism potential of the project.

Here's a sneak peek of what awaits you:

- ✓ **Thematic workshops** on the opportunities that Via Querinissima offers for local tourism and gastronomy.
- ✓ **Bilateral meetings** and discussions with local communities.
- ✓ **Guided tours** of historic sites along Querini's routes.
- ✓ **Cultural and gastronomic tours**, featuring tastings and authentic flavors.
- ✓ The traditional **Stockfish Festival**, a unique celebration of history and taste.

...And so much more!

### Lecture: Pietro Querini in Crete

Join **Liana Starida**, member of the VQ Scientific Committee and former director of the Heraklion Ephorate, for an inspiring journey into the past!

She will tell us about the life of **Querini** and his **influential family on the island** and their **commercial and political activities**. We will discover the **archaeological traces** left in the fiefdom that once belonged to the Querini and the continuity of the Querini family up to the present day: the Dolfin and today's Douloufakis.



## VIA QUERINISSIMA DAYS

*Discover Querini Footsteps in Greece*

**CRETE 4-5 DECEMBER**

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**VQ IN SPAIN: SOME NEWS**

We are thrilled to share some key updates about the latest activities and initiatives related to VQ projects in Spain. These efforts are made possible thanks to our partner, the **Camino de Santiago de la Ría de Muros-Noia Association**.

📍 **Signage Work:** the first phase of signage for Pietro Querini's pilgrimage route from Muros to Santiago is nearly complete!

🌟 **The Querina Expedition Ballet:** the production of *Querinissima Expedition* is finished, they are now setting a premiere date.

🌊 **Maritime Pilgrimage Launch:** the maritime route covering the last 100 miles of Querini's journey will launch at **FITUR 2025** in Madrid on **January 22nd**, with public and media presentations.

🚶 **Route Rehabilitation:** the rehabilitation project for the Muros-Santiago route, also covered by Pietro Querini, is done!



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## WHAT HAPPENED IN THE MEANTIME

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### Friends of Via Querinissima

We are pleased to announce that The Italian Culture Organisation in Stavanger (IKIS) joins the Association as '**Friends of Via Querinissima**'.

**The Italian Culture Organization in Stavanger (IKIS)** is a vibrant meeting place for people to foster friendships, exchange ideas, and explore Italian and Norwegian culture. Established in 2007, IKIS hosts various activities, including **hiking, language exchanges, movie nights, and a popular Italian-style Christmas party**. Membership grew to 118 in 2023.

Stavanger, founded in 1125, celebrates its 900th anniversary in 2025. The area, with over 240,000 residents, is a hub for energy, aquaculture, and innovation.

More info on our website



*IKIS board members during the annual Italian Christmas party organized in Stavanger-Dec 2023*

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## Alternative Tourism Workshop

Last November 20th Mara Tognon from the staff of the Association took part in the [ALTERNATIVE TOURISM](#) workshop organized by [INTERREG EUROPE Platform](#) in Vittorio Veneto (IT).

Alternative tourism aims to be both socially and economically responsible and contribute to the balanced development of hosting communities.

These strategies not only respond to the challenges of **mass tourism —such as its negative impact on destinations, local communities, and the environment.** They can also highlight how lesser-known places can showcase their unique offerings and stand out as desirable destinations.

This workshop gave us the opportunity to share with other attendees coming from several parts of Europe a concrete initiative to work on tourism development in alternative ways.

One of the goals of the Via Querinissima cultural route is promoting sustainable tourism based on local heritage and tradition.





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## Biodiversity, Food and Education. What role for museums, eco-museums and other cultural institutions

Marzia Liuzza, Via Querinissima staff member and PhD Student at the University of Padova and Ca' Foscari University, participated in the symposium organised by the Bicocca University in Milan. **The meeting focused on the role of museums, eco-museums and cultural institutions in reducing the gap between food systems, sustainability and biodiversity.**

Via Querinissima contributed to the working tables, collaborating with professionals and academics to share experiences and reflect on how to bring theory closer to practice in this crucial field.

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## Querini's Adventurous Diary

**Querini's adventurous diary** is the name of a lecture tour that took place in the Nordland Region in November, organized by **Nordland County Library**. **Opera singer Hildegunn Pettersen from Røst** told the dramatic story in her own way, when 11 Venetian sailors were stranded on Røst in Lofoten.

The lecture was very well received at all the places visited, and shows that the interest in this almost 600-year-old depiction is significant along the Norwegian coast.



## Cultural Route of the Council of Europe Seminar Cycle

Professor Chiara Rabbiosi, a member of our scientific committee, has organized a series of seminars titled **"Cultural Routes of the Council of Europe: One Programme, Many Practices"** as part of the **Tourism Enhancement and Landscape Promotion** course at the University of Padova.

One of the seminars specifically focused on Via Querinissima. Marzia Liuzza recounted to the students Pietro Querini's journey and presented her research on the tourist enhancement of the Via Querinissima.



Ciclo di seminari  
Insegnamento: VALORIZZAZIONE TURISTICA E PROMOZIONE DEL PAESAGGIO  
Docente: Chiara Robbiati

### Itinerari culturali del Consiglio d'Europa: un programma, tante pratiche

20/11/2024  
*Itinerari culturali del Consiglio d'Europa tra sguardi 'interni'  
e 'sguardi esterni'*  
Dott.ssa Michela Bonato (Università di Padova)

21/11/2024  
*Un piano turistico condiviso per sviluppare la Via Querinissima*  
Dott.ssa Marzia Liuzza (Università di Padova e Ca' Foscari Università di Venezia)

27/11/2024  
*La percezione degli stakeholder lungo la Via Romea Germanica*  
Dott.ssa Brigida Putinato (Project Officer Antonio 800)

04/12/2024  
*Diventare un itinerario culturale europeo*  
Dott.ssa Maria Laura Gasparini (Università di Bologna & cof. Cultural Routes evaluator)

20-21/11

27/11

4/12

duemilaventiquattro

Ore 10.30

Sala Africa  
Palazzo Wollemborg  
Via del Santo, 26

@PaesaggioUnPd #PaesaggioUnPd www.dssggea.unipd.it

## Røst Far Out 2024

From November 29th to December 1st Røst Far Out was held.

Three days filled with activities and cultural and nature experiences. In unique surroundings, with sea and sky on all sides, the people from Røst told their story.

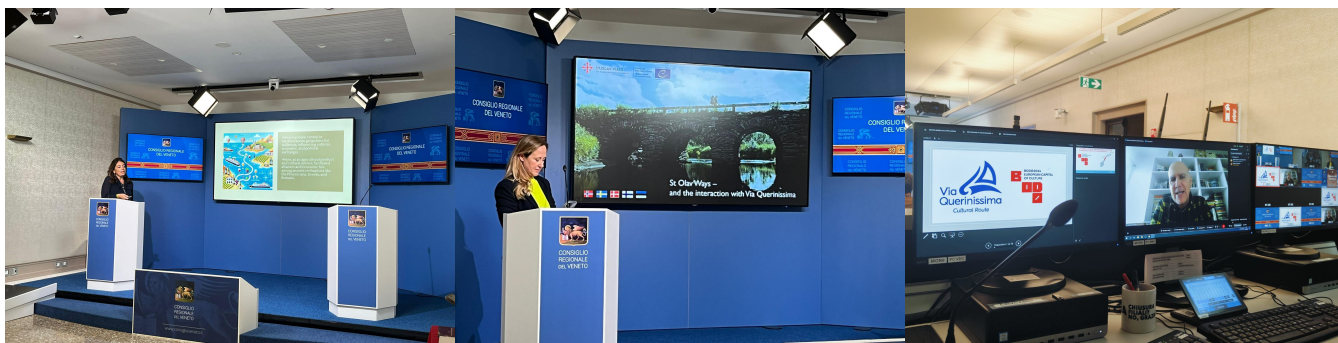
An eventful weekend on the island who welcomed Pietro Querini in 1432.

## Seminar with the students of the University of Padova

On November 4th, students from the Master's Degree Course in Landscape Science from the University of Padova had the opportunity to learn more about Via Querinissima.

This meeting was a great opportunity not only to learn more about the Association's activities but also to discover **other cultural routes connected to the Via Querinissima network**. Indeed, the event was attended by **Emanuela Panke, President of the Iter Vitis Route; Eleonora Berti, Director of the European Federation of Napoleonic Cities; Hans Morten Løvrød, Director of the Saint Olav Ways Cultural Route; Sebastian Valverde, Director of the Camino de Santiago de la Ría de Muros Noia Association.**

The students will carry out **project work on the development possibilities of our route**. We would like to thank Professor Chiara Rabbiosi for involving them in this initiative!



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## Via Querinissima in three words

We asked some of our partners to tell us about Via Querinissima in three words!

[Watch the video](#)

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## EVENTS AND ACTIVITIES



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## Song of the fish

 **from December 1st to 31st**

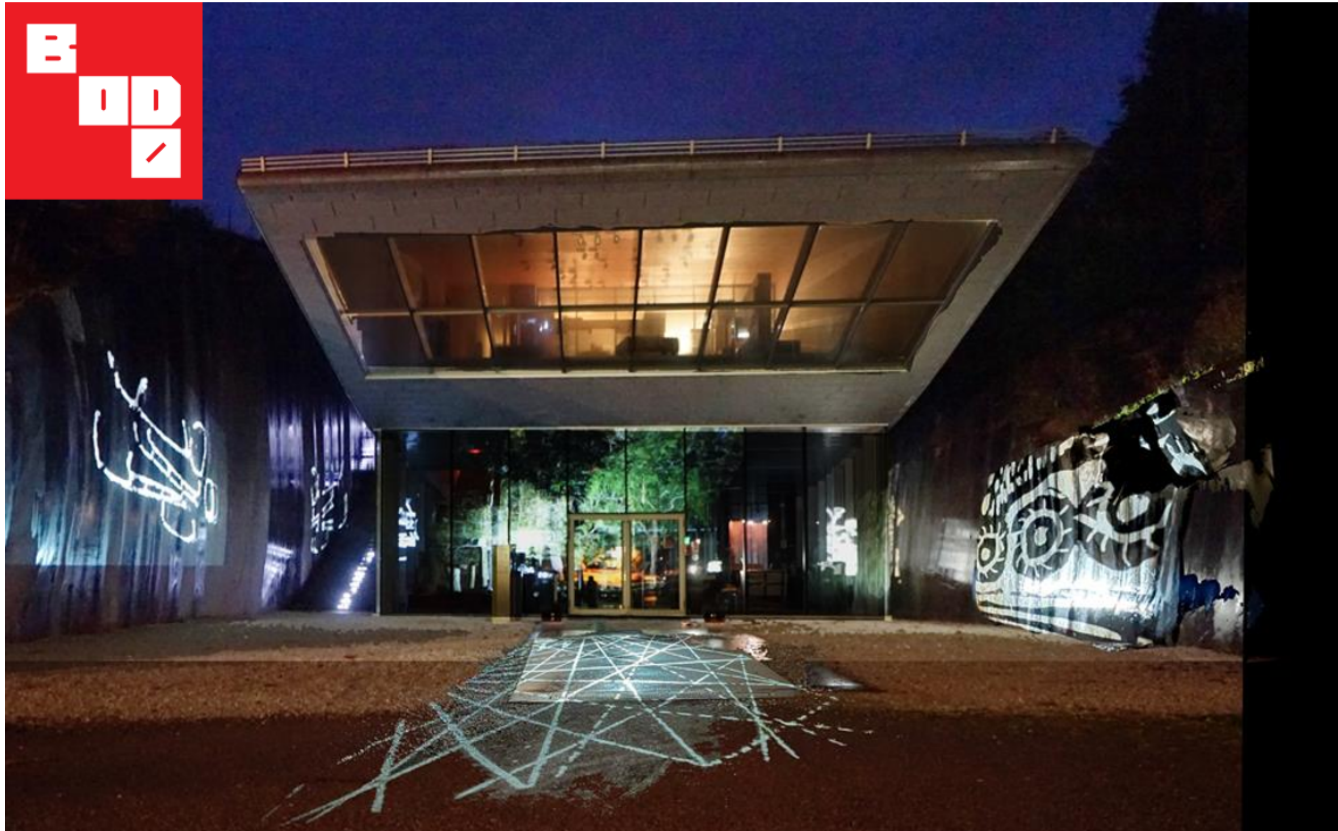
We are waiting for you at the Petter Dass Museum in Alstahaug (Nordland) to discover Song of the Fish!

The rock face of the mountain pass, where the iconic Petter Dass Museum is located, is the arena for a Landart piece by multimedia artist Karen Thastum (DK).

After sunset, a multimedia installation with graphic projections of images and sounds is shown. The installation SONG OF THE FISH deals with the stories and relationship with nature, fish and the sea typical of Nordland, the region where Pietro Querini was welcomed by a fishing community.



[More info](#)



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## Via Querinissima Days

 **December 4th-5th**

Enjoy the Via Querinissima Days in Crete!

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## New Narratives and Communication Strategies workshop

 **December 5th**

An opportunity to explore and reshape how we promote tourism through innovative communication approaches. The workshop will focus on how emerging narratives and modern communication strategies can address contemporary tourism challenges, with a particular emphasis on heritage sites, cultural routes, and the role of local communities in storytelling. The workshop will examine how destination promotion is evolving in the digital age, particularly in authentic storytelling and tackling stereotypes that often shape the perception of tourist destinations. Participants will delve into the complexities of balancing cultural authenticity with the desire for new, engaging experiences; a

challenge many tourism strategies face today. Finally, the workshop will explore how tourism communication can be crafted to overcome typical clichés and better represent destinations' true character.

This event is part of the activities associated with [Spoke 6 of the iNest Innovative Ecosystem](#) coordinated by Fabrizio Panozzo, member of our scientific committee!

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## Christmas Market in Bodø

📅 **December 9th-10th and 15th-17th**

Experience the magic of winter in the Arctic, just as Querini did!

On December 9th and 10th, visit the Nordland Cultural Center, and from December 15th to 17th, explore the festivities at the Glasshuset.

As the fantastic year of **Bodø 2024**, European Capital of Culture, comes to a close this December, it's the perfect time to retrace Querini's journey. Arriving in the heart of winter, he discovered the captivating beauty of the Arctic night - a wonder that goes beyond the mesmerizing Northern Lights!



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## Sami Market: food and culture

📅 **December 14th-15th**

Two days discovering the culture and gastronomic tradition of the Sami people at Nordland Cultural Center (Nordland kultursenter) in Bodø.

Nordland County, the Region where Querini found refuge in 1432, is part of the areas that have been traditionally inhabited by the Sami for several centuries



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## DON'T MISS THE LATEST NEWS

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Stay updated on the Via Querinissima, follow us on [Facebook](#), [Instagram](#) and [LinkedIn](#)

...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](mailto:info@viaquerinissima.net)

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