

Axis 5

POR FESR Emilia-Romagna 2014-2020

Start date:
February 2017

Duration:
3 years

Total cost:
€ 2.500.000

EU/Region contribution to
the Municipality of Cesena:
€ 1.200.000

Co-financing from the Body:
€ 1.300.000

Funding Programme:
**European Regional
Development Fund –
Regional Operational
Programme Emilia-
Romagna 2014-2020**

Axis 5 - Action 6.7.1

“Interventions for the protection, enhancement and networking of cultural, material and immaterial heritage in areas of strategic importance such as to consolidate and promote development processes”



Comune di Cesena

Malatestian Library: completion and restoration project for the functionalization of the Cinema Centre of the town.

OBJECTIVES

The strategic objective is the reinforcement of the combination of culture and tourism, which is fundamental for an innovative economic development.

The project aims to increase the tourist attraction of the Malatestian Library, which is a cultural heritage included in the UNESCO Memory of the World list.

Within the project, cinema is the tourism development driver; language of contemporaneity able to attract new form of tourism and to present the territory through multimedia and interactivity. It's an innovative tool to develop fruition paths around the Malatestian complex and strengthen the Malatestian city branding of the town of Cesena.

Thanks to the ICT, the new cinema centre will increase the internal connection between the ancient and the modern part of the Library, and between the external public spaces and the services of the Old Town.

ACTIONS

The project includes the creation of a new cinema area inside the Malatestian complex.

The Malatestian Library has already been subjected to two refurbishing interventions: the first in 2005 and the second in 2013. The Axis 5 intervention will focus on the east wing of the Library and it will complete the renovation of the Malatestian Library.

In the new area will be placed one of the most valuable cultural heritage of the town: the prestigious archive of scene photos of the Cinema Centre Town of Cesena, which together with the Cineteca of Bologna represents an excellence in the field of film heritage conservation.

EXPECTED RESULTS

The project will contribute to the increase of the tourist attraction of the Malatestian Library through the diffusion of film culture and the realization of the following actions:

- Creation of the scene photo archive of the “Centro Cinema Città di Cesena”;
- Creation of a new medioteca;
- Organization of national and international events connected to cinematography;
- Services for the enjoyment of highly technological assets.

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