

THE VISION FOR THE STRATEGIC PLAN: RIMINI, LAND OF MEETINGS.

“What is a city, but the people?” from Coriolanus by William Shakespeare

The result of the work carried out by all representatives of the Forum for the Strategic Plan for Rimini, reviewed in light of a series of meetings with the Scientific Committee and Promoting Committee.

The centrality of the person, in terms of individuality and the social role each person plays, is the theme of the vision the work groups have defined and that focuses on the question of the happiness of the person, conviviality and individual and social well-being.

Rimini is a land of meetings and relationships - an important crossroads for relationships, meetings and individual and collective journeys. This is the mission the Strategic Plan has chosen for the city and its territory, the hallmark that makes it unique, attractive and competitive on the global market.

In line with both the vision and the mission, the planning commitment of the groups focused on providing for the creation of new spaces and relationship opportunities.

This led to the establishment of 5 broad areas of intervention.

1_A NEW RELATIONSHIP WITH THE SEA

- Sea Wellness
- Protection and optimization of water quality
- Marine spas
- Town park with recreational facilities
- Cultural attractions
- Dynamic Museum of Tourism
- Cultural production centre
- Upgrading of the hotel accommodation system
- AdriaLeaders
- Mobility by sea

The new role

A new importance is given to the sea: from being a backdrop, it returns to being a central presence and a key element for a new concept of wellness that generates a new tourism concept, **Sea Wellness**.

This is a new approach that re-founds seaside tourism, gives added value to other forms of tourism (conference, trade fair, cultural, sports, etc.) and means the sea, the seafront and the tourism strip can be used 365 days a year, even to benefit the city and its residents.

Of fundamental importance is the protection and optimization of the quality of its waters. For this reason, a diffused system of **marine spas** will be created and will represent a varied offer of treatments and services centred on the beneficial properties of the seawater, sand, sea air and sun.

Sea Park (Parco del Mare)

The position of the sea is further consolidated thanks to attention to the environment and landscape, which becomes a tangible reality with the realization, for both citizens and tourists, of the Sea Park; a **town park** offering various recreational facilities and services. The seafront becomes a place dedicated to meetings and relationships between residents and between them and tourists used for entertainment, free time and leisure and for hosting various outdoor events.

A structured space between the railway and the first 500 metres of seafront, to beyond the administrative boundaries with the interior (historic centre, suburbs, inland area) via green

axes perpendicular to the coast. In virtue of its strategic position, it becomes a new scenario where the city and the sea meet. Use of cars in the seafront area will no longer be necessary and will be strongly discouraged through the introduction of alternative, innovative systems.

Green continuity

The park will also be an element for two types of “green” reconnections:

1. By connecting the new seafront system with the attraction centres and the city beyond the railway, thanks to pedestrian-friendly routes that intercept the new systems of **slow, gentle and innovative mobility**.

2. Through **the improvement, upgrading and redesigning of river areas** (Marecchia, Marano and Ausa) in order to focus on the natural element.

Other areas that will be duly upgraded, promoted and once again made useable are those linked to the marina and canal harbour, the last part of the “green” territorial connection system represented by the River Marecchia area.

The seafront as a cultural space

Another element that gives the project new energy and innovation is the introduction of cultural attractions that help upgrade and diversify the offer. The area near the Sea Park should host a **Dynamic Tourism Museum**, linked with a vocational training and **cultural production centre** that focuses on themes linked to tourism on various scales both on an accommodation and managerial level, in order to consolidate Rimini’s leadership in the tourism sector, which is recognized worldwide.

Upgrading of the tourism and accommodation sector

Upgrading of the accommodation system must be prepared to face the challenges posed by international competition, even through the active interpretation of new economic assets for the territory (trade fair and conference tourism) and those deriving from the new vision of the Strategic Plan (*Sea Wellness*).

Specific actions:

- dimensional growth of hotel businesses (mergers);
- maintenance of territorial accommodation capacity;
- launch of new hotel concepts (unification of basic and additional services);
- diversification of types of accommodation facilities;
- “scrapping” of closed or obsolete accommodation facilities;
- freeing-up of land to create green areas.

There are also proposals regarding the managerial system and new financial facilities that regulate the relationship between real estate and managerial parties.

A new relationship with the Adriatic: Adriapolis/Adrialeaders

Repositioning of Rimini in the scenario of Adriatic cities thanks to a series of strategic actions and instruments:

- **Adrialeaders** is an action plan that promotes a partnership between the two shores of the Adriatic in order to promote products and services, research and innovation aimed at increasing competitiveness and developing the Upper Adriatic Basin.

Relationships will be consolidated thanks to projects that involve mobility on various levels: more frequent and regular connections between the two shores are proposed; a cycling tourism circuit will be promoted in order to attract new tourism flows towards new markets and will link up with the “**Bicitalia 6 Adriatica**” project to promote the new sustainable Rimini image.

- **Adriapolis** is an instrument that sets itself the goal of promoting exchange between Adriatic cities and is embodied in an economically and culturally important (expo) event in which production excellences, social and cultural heritage and projects for the future of the

cities of the various countries on the shores of the Adriatic are presented.

2_ THE CHALLENGE OF MOBILITY

- A new mobility culture
- Rimini - Milan in 2 hours
- Park & ride car parks
- Historic centre extended to the quarters
- Integrated city logistic system
- Freeing the coast from cars
- Permeability between the sea and hills
- Urban crossings
- A green web of roads
- The new TRC (rapid coastal transport system)
- Developing multimodality

A new mobility culture

Rimini “mobile, car-free city” aims to assert a fundamental principle for the mobility of people and things within a framework of rationality and sustainability capable of optimizing the quality of the places and making it possible to establish “Rimini as a land of meetings”.

Future mobility is organized on the basis of the theory that it is possible to do without a car because valid transport alternatives are offered thus improving the relationship dimension of the functions of residing and living in the city and its territory.

The “mobility challenge” becomes a challenge that can be won by achieving three visions:

- Rimini that gains centrality in the national and international infrastructure system;
- Rimini, a city that moves in many ways and in a rational manner;
- Rimini, a city that regains its places of excellence and its liveability.

Easy to reach Rimini

If Rimini wants to continue to be a place of meetings, it has to be easier to reach from overseas, with better connections to the main axes and current and planned mobility networks on a national and international level. Likewise, if it wishes to regain centrality within the new geographical benchmark of the Upper Adriatic Basin, it must also plan possible new links.

Stable links will have to be promoted between **Rimini Airport** and:

- an international airport;
- airports serving East Europe;
- Bologna Airport, in order to integrate the point-to-point offer.

Also key will be setting up a link with the high-speed network “**Rimini - Milan in 2 hours**”.

It is also necessary to increase the **permeability of the motorway system**, opening a new toll booth dedicated to serving the exhibition centre and the new public transport axis Rimini - Valmarecchia directly.

Promoting the Adriatic system also has to be supported by creating a sea passenger link system between the two shores of the Adriatic. This will aim to create a new relationship with the sea as an integral part of the territory of Rimini.

There is a project to establish a single, continuous cycling tourism circuit capable of proposing a united and sustainable image of Rimini.

Moving to benefit the quality of life

Consolidating accessibility is implemented by practically rethinking the urban structure and the localization of areas that attract traffic, as well as upgrading gateways to the city and its territory. The airport, train station, port and motorway toll booths must become points of excellence where the city welcomes citizens and visitors. Therefore, at motorway exits large **park & ride car parks** and arrival terminuses for the main public transport systems will be

provided for; the same should occur at the airport and train station.

Gateways to the city are also key points for the overall reorganization of mobility, on both an urban and vaster scale. This should support the more ambitious vision of a city gradually freed from the problem of traffic and cars, a fundamental concept if the aim is to improve the urban quality of some places of great importance, even in terms of identity.

The vision of the plan provides for the recovery, in terms of function and importance, of the **historic centre of Rimini extended to its quarters**. To do this, it is first necessary to recover the quality of its outdoor spaces, freeing-up car park space by providing suitable alternative solutions to the use of privately-owned vehicles and creating spaces that encourage pedestrian use of the city.

Mobility along the seafront - almost 15 km long - should mainly occur using systems alternative to the automobile and should be low-impact and capable of adapting to the new relationship context. Here, even goods distribution services will have to take place based on more efficient criteria and via an **integrated city logistic system**.

A mobile car-free city

This explosive vision must be supported by an extremely innovative and original mobility system. Links with the inland area, in particular with the Republic of San Marino, must be developed along radial axes. The hub for this will be the Rimini Sud toll booth from where an innovative urban transport system towards the marina will depart.

Two other territorial axes are those of the Val Marecchia and the Via Emilia, from where it will be necessary to serve, with a single system, the exhibition centre and central train station, connecting them with Santarcangelo, passing by the toll booth and industrial zone of Rimini Nord. Here it will also be necessary to assess the possibility of providing the production zone with a goods terminal.

Completing the system of radial axes is the road towards Ravenna that, through the development of metropolitan rail transport, will have to serve the future Sea Park. In view of **freeing the coastal tourism strip from privately-owned vehicles** and reducing the pressure of traffic on the suburbs, the railway line becomes the central distribution axis for the mass public transport system. A key condition is that the permeability between the areas towards the sea and those towards the hills, in relation to the railway line, will be increased thanks to the creation of suitable, wide **urban crossings** that rely on a **“green web” of courses** and spaces that re-establish links between the city and the sea.

The new transport system will have to adapt in order to also serve the airport or parts of the marina, using different-sized vehicles. In this respect, **the TRC (rapid coastal transport system) will also be reviewed**. This thoroughfare, parallel to the railway line and with the necessary deviations, integrated with the one that from Rimini Sud toll booth passes by the new conference centre, touches the historic centre, serves the strategic area of the train station and reaches as far as Marina Centro, with a transport system that can even be independent.

The structural layout therefore provides for a longitudinal axis, intersected by various side axes that guarantee connections between major road systems, the suburbs, the historical areas and the seafront.

To integrate this network, the aim is to **develop “multimodality”** - in other words, to provide for many other means of transport that are more punctual and widespread:

- to develop the network of cycle paths to make it the best organized in Italy;
- to give the city an area for bike sharing and sharing other electrical vehicles;
- to organize electrical shuttle bus services along simple, intuitive itineraries.

One of the strengths of this new multimodal system will be ease of payment, which will be through a single card valid for all vehicles and integrated with car park payments.

The plan provides for the possibility of combining the public mobility system with a car parking system organized on two levels; at motorway toll booths and at junctions to the territory's main thoroughfares.

Gateway car parks will be realized around the historic centre, residential areas and to support the main local public transport stops and also for the tourism strip.

New road works are also deemed necessary, including the realization of an alternative

pedestrian route across Tiberius' Bridge.

Governing mobility

It seems clear that the mobility challenge in Rimini can only be met by arranging a specific governance system capable of managing the numerous mobility factors and actors. It is necessary to have a competent coordination structure that at least harmonizes all the mobility services on the territory, including the railway, and has operational, organizational and managerial capacities over all local transport components, whether public or private. This organization can also undertake to create the basic database necessary for supporting and assessing every proposal.

3_A BUSINESS SYSTEM BUILT ON PEOPLE AND INNOVATION

A competitive city and one that is conscious of the relationship dimension of business, which is capable of combining quality, innovation and experimentation:

- A competitive city, but conscious of the relationship dimension
- Rimini, intelligent and ubiquitous
- An attractive city of environmental and landscape quality
- Innovation Help Desk
- International Relations Agency
- Cultural growth of businesses
- Relationships with universities and the world of research
- Technology centres
- Technology Park
- Rimini, "free zone" for innovation

A relationship event for innovation

The territory of Rimini is extremely dynamic and flourishing in terms of entrepreneurship and innovation in various fields. It boasts numerous leaders on both a national and international level, alongside the more famous tourism sector. It is a model built on various factors, including the particular and close relationship that exists between people and businesses. It was this relationship dimension that was really responsible for the success of mass tourism on the Riviera. Recent tourism innovation - such as the exhibition centre and conference centre, which highlight the increasing vocation of the Riviera as a land of meetings (e.g. Meeting, Pio Manzù, etc.) - is based on an exchange of values, expertise and culture. Rimini can turn events into meetings, exchanges capable of strengthening the network of expertise. The plan proposes the creation of a network of cooperation, exchange and contacts (Adrialeaders) between the countries of the Upper Adriatic Basin. The continuous exchange of expertise and know-how can lead to new and fertile "contaminations" of ideas to support existing businesses and even offer the opportunity to create new innovative business sectors.

A quality territory

Constructing a competitive and attractive territory is fundamental for realizing and consolidating an innovative business system that invests in merit and the quality of human resources. Rimini, "attractive city" is a challenge the city wants to meet for itself and is based on the deep-rooted nature of hospitality, but with a new significance. The paradigm of a competitive city must be combined with the peculiarity Rimini has of continuing to focus on the relationship dimension of business too. The aim is to become more attractive for both temporary citizens (tourists) and new and existing ones. The city and territory are

increasingly attentive to the quality of relationships, places and services and the possibility of being linked to international networks that can attract a “creative class” that chooses to live on the possibilities offered by the territory. The plan promotes the diffused quality of the territory, exercised through the expansion of services, consolidation of housing and the rental market, creation of district and territorial green networks, infrastructural and technological facilities, forms of energy-saving and production of renewable energy sources. Intelligent and ubiquitous, Rimini promotes a public-private agency that works on creating innovative information networks that provide services for citizens, tourists, businesses and the public administration, with various possible applications.

The landscape quality of both existing production zones and new ones must be increased, in order to regain a new kind of landscape integration between production containers and rural space. Some places have been designed to develop and experiment innovation, in particular renewing the “traditional” tourism sector, regaining possession of the seaside dimension: the new Sea Park and Rimini, city of Sea Wellness are two of the most important projects and provide an opportunity to modernize accommodation-tourism facilities and ways of offering hospitality. Furthermore, the plan provides for the creation of specific tourism incubators in which to experiment particular forms of accommodation that could become benchmark models. This ambition must be monitored and assessed using new parameters that take into account quality and the positive repercussions on the city and its inhabitants. For this reason, the possibility to experiment the application of the QDP - the indicator of Quality Domestic Product - is provided for.

A bridge between the territory, business and research

In its future, Rimini aims to support top-quality, innovative businesses by building a strong link between the territory, businesses and research as a virtuous relationship that will be the foundation of the development between the world of know-how, people, work and the environment, creating special facilities such as:

- An “Innovation Help Desk”, an observatory capable of intercepting flows of expertise and funding for businesses on the territory or those that wish to set up there. A meeting point between the possible needs of local businesses and the world of research and innovation on the one hand and the world of credit and finance on the other.
- An International Relations Agency with which businesses can cooperate and that will deal with relationships between Rimini and the global market and international relations with the new conference centre and exhibition centre.
- The cultural growth of businesses in order to put to good use the innovations available, creating to all intents and purposes an information community: workshops, seminars, refresher courses for entrepreneurs and periodical meetings between entrepreneurs in order to facilitate dialogue, exchange and the “cross-fertilization” of ideas. Relations with the academic world and the world of research should be consolidated with a view to creating greater synergy with the territory. Supporting the creation of projects and places for research and the transfer of innovation to innovative sectors, starting with technology centres, fuelling an innovation district and even considering the creation of a Technology Park.

Rimini, "free zone" for innovation

Optimizing and consolidating the innovation already existing in the territory's entrepreneurial chain - in sectors already known, such as tourism, food, fashion, woodworking and boating, as well as in potential ones, such as wellness, environment, multimedia and computer art - and the exhibition and social entrepreneurial excellences, in relation to other sectors such as culture and creativity too.

Rimini as a “free zone” for innovation, a place capable of cultivating and attracting quality. Management of the technology centres, as well as the incubators, should favour the importance of the ideas and adherence to the objectives of sustainability and the vision of the plan. Also provided for are a series of actions dedicated to improving coordination, criteria, assessment parameters and the ability of the public administration to act in a strategic manner to support innovative businesses.

4_ THE QUALITY OF A RECOMPOSED AND COHESIVE TERRITORY

Recomposition of the various “souls” of the city and its territory: a single image of a land with a strong identity that is nevertheless, open to diversity.

- “Greater Rimini”: the vaster area
- Links between the inland area and the coast
- An overall vision of the Marecchia Valley, facilitating integration of the 7 municipalities of the upper valley in the Province
- Links between the two shores of the Adriatic
- Computer links
- Territorial green webs
- Protected area and Marecchia Park
- Historical villages circuit
- Food and wine specialities and arts and crafts
- New attention to the quality of the landscapes of Rimini
- Urban reintegration of the seaside area and the old town
- Upgrading of the train station area
- Urban green networks and courses
- Social housing
- Capacity welfare
- Agency for social cohesion

The greater Rimini area

The profound sense of identity to be regained is that of a territory whose various parts reunite: the image of a “Greater Rimini” that extends from Bellaria to Cattolica, from San Marino to the sea and from the upper Marecchia Valley to the Conca Valley. “Greater Rimini” can reunite thanks to various actions, starting from mobility. Various links will be created, developed or consolidated, both in the inland area and on the coast. Between links with the inland area, which will follow the sea-San Marino thoroughfare and the Marecchia and Conca River valleys, and the coastal ones, a single network will be realized using sustainable public transport means and a navigation system capable of integrating maritime berthing areas with the city, favouring urban upgrading as a means for promoting areas of potential excellence.

A link between people and products, but also between information and ideas, even through the use of the latest technology. Greater Rimini will also recompose its multi-faceted identity thanks to the important role regained by its boroughs and historical centres, once again linked via a network of events and subjects. Unity of the coastal strip will be further reinforced thanks to the Sea Park that will also act as an element for reconnecting it with the territory: a coast that recognizes its inland area and exchanges its identity with it, creating a solid relationship.

The repositioning and role of Rimini within the Adriatic Basin, both as a platform for meetings and exchange and a gateway and link between the Padana Plain, the Adriatic and East Europe. This will be based on specific interventions on mobility, such as the increase in maritime passenger links between the two shores of the Adriatic and links between Rimini Airport and international hubs, as well as through those directly aimed at promoting internationalization, like the Agency for International Relations, the AdriaLeaders Product Club and the international expo Adriapolis.

Great territorial reconnections and urban renaissance

The creation of a system of green webs on a territorial level capable of renewing environmental excellences, promoting them with continuity and protecting them. One of the projects involves the development of Marecchia Park and protection of the entire river zone, starting with the creation of a protected area and then developing a park project. This is an opportunity for other reconnections: on the one hand, with a “green ring” around the city and on the other, with minor waterways. A territory thus recomposed and cohesive shows its

quality and is capable of offering a better quality of life for both citizens and tourists, thanks also to educational and tourist-recreational activities that will take place in the park and in the entire inland area, as part of a network. Other actions include the lengthening of courses and the development of projects for upgrading projects along the Conca Valley, as well as use of slower, gentler means of mobility; a more ecological and sustainable tourism with a cycling tourism circuit from the Upper Adriatic Basin that links up with the "Bicitalia 6 Adriatica" project.

The recovery and promotion of food and wine specialities and arts and crafts, seen above all in connection with the upgrading of tourism activities as part of the "Permanent Exhibition of Typical Local Produce" project, with the creation and management of networks and packages, food and wine, cultural and experiential routes and dedicated events. In general, the synergies involve the entire tourism system, including conference tourism, for an offer that sees the coast and inland area aligned and an increase in the use of km 0 products. There will be a new information signalling system using high-technology for coordination and control and to provide adequate information support to tourists and citizens.

With reference to the urban scale, one of the areas of urban reintegration between the linear coastal city and the consolidated part, currently cut in two and divided by the railway line, is the train station; a spatial reintegration of two images of Rimini - the tourism area and the historical area - which opens the way to restoration of the amphitheatre and the old city walls and upgrading of modern buildings, such as the skyscraper.

The plan provides for locating quality urban and territorial functions in this area, making it one of the nerve centres for a new system of intermodality that will be consolidated thanks to a highly innovative means of transport. The Sea Park aims to be a factor for urban recomposition as it is designed for both tourists and residents and is a strategic resource offering free time and leisure opportunities. It thus aims to remove the juxtaposition of the two cities - residential and tourist. Furthermore, a "green ring" will start to be created by elaborating a plan for "green" cycle and footpaths capable of connecting, within an integrated network, various urban areas of particular landscape-environmental importance that are currently separate and fragmented.

Recomposition of a single territorial system

Promoting a new awareness of the landscape, even in contrast with the strong and fragmentary urbanization realized in Rimini over the last few decades. In particular, maintaining and promoting areas of particular landscape importance that bear witness to the high level of excellence achieved by the entire territorial structure. Setting up an inter-institutional work group for the landscape, in order to organize and manage programme drafting, planning and implementing interventions, monitoring the state of progress of the elaborations and actions in the field. The setting up of a network of observers for territorial and landscape quality is also being considered; these could be housed in the various municipal libraries on the territory. Particular attention focuses on the suburbs as the natural link between the city and inland area, where it is possible to experiment quality projects and new upgrading methods, overcoming the dichotomy between the city and the countryside. The theme of territorial and urban quality, a prerequisite for regaining "beauty" in Rimini and its surroundings, also needs to focus on access to the city and the theme of mobility.

Public spaces, freed from cars thanks to a new system or integrated mobility and therefore "returned" to citizens, will be upgraded and become places where people can meet. The city will no longer experience the antithesis between spaces for entertainment and those used on a daily basis. From now until 2027 an annual prize will be set up to reward the best architectural-urban piece of work realized in the province, with particular focus on those that improve the urban environment and landscape. Developing projects and processes of a cultural, creative and innovative nature that can be implemented through a system of sites; an example of this is the establishment of a network of spaces dedicated to temporary arts, conceived as "creative axes" permeating the territory and part of a network with the Centre for Temporary Arts.

A cohesive city

A key factor for the recomposition and attractiveness of the territory is the ability to create conditions that favour social cohesion, welcoming everyone and responding to their varied needs in different ways. This should begin with the availability of housing. In fact, the theme of housing is seen as both a way to launch a dynamic rental market, as well as an all-round investment, addressing the living needs of all categories. Another theme for a cohesive city is that of employment and investment in the training and re-training of human resources.

More generally, the challenge the plan sets itself, in terms of social cohesion, is closely linked to the vision of “the person at the centre, as the subject of development”. A city that welcomes everyone and responds to the needs of the various segments of the population, investing in children and adolescents, the elderly, the integration of immigrants and special needs. Also planned is the setting up of a public-private agency for social cohesion as an instrument of governance that works as an observatory of territorial needs.

5_CULTURE THAT EDUCATES AND INFORMS

Rimini, an “educated and courteous” land, a “creative and dynamic” land.

- Rimini, an “educated and courteous” land
- Upgrading of the historical centre
- Creation of an archaeological park as an open urban space
- Agricultural landscape and hospitality
- The tourism history of Rimini
- Historical and cultural education
- Rimini, a “creative and dynamic” land
- Strategic Lab [Culture_Creativity]
- A research and production centre for temporary arts
- Fellini Center for contemporary art and culture
- Promotion of important events
- International Tourism Center

The hallmark of the city of Rimini is its ability to bring people and populations together. It is precisely this relationship dimension that represents a key for rethinking the image of Rimini, at a time when its leading role as a mass tourism destination is experiencing difficulties. The dimension of meeting and building relationships is deeply-rooted in the territory’s history and the culture of Rimini. The considerations and proposals refer to two basic visions:

- Rimini, an “educated and courteous” land of history, traditions and hospitality;
- Rimini, a “creative and dynamic” land of events and quality relationships.

Rimini an “educated and courteous” land of history, tradition and hospitality

The recovery, safeguarding and promotion of the history of Rimini and its territory is one of the priorities. Four actions are provided for:

- 1) *Upgrading and promotion of historical urban areas and areas that mark the city’s identity.*
 - upgrading the historical centre of Rimini with the overall redesigning of Piazza Malatesta (from Galli Theatre to Piazza del Castello, from restoration of the moat to the car parking system), restoration and extension of the historical Gambalunga library, redesigning of urban furniture, promotion of the reinstatement of traditional shops and inhabitants themselves.
 - programme safeguarding and promoting cultural heritage with the creation of an “archaeological park” highlighting all existing sites and making them usable, even thanks to latest-generation technological systems integrated with the city network of public spaces.
 - upgrading of the area around the train station which should be carried out, above all, by reinstating top-quality social, cultural and territorial marketing functions and reintegration

with the marina.

- upgrading of the seafront as the city's new agora.

2) Promotion of the agricultural landscape and the culture of hospitality

Starting with the promotion of the system of historical villages in the hillside area, the priorities concern protecting and upgrading the agricultural landscape through the preservation of its historical remains, the qualitative restoration of rural architecture, the support of agricultural activities as a means for protecting the territory and the promotion of upgrading interventions. Promotion of typical food and wine products and local arts and crafts by creating a permanent expo of typical local products, alongside a permanent work group for carrying out research activities, experiments and promotion of typical products (Observatory of Typical Produce). Creation of research laboratories on biodiversities (research and seed bank) and new products, incubators of new traditional businesses, setting up of sales outlets and creation of product quality labels.

3) Promotion of the tourism history of Rimini

The objective of the International Tourism Center is the permanent activity of collecting, archiving, organizing, reflecting on and elaborating ideas, material and information on themes linked to tourism, hospitality and free-time; phenomena linked to social and economic history, the evolution of facilities, styles of hospitality and trends and future international scenarios. This project also combines with the strategic framework of the "new relationship with the sea" and has three levels; the first is the dynamic museum of tourism that focuses on the research, collection, promotion and diffusion of foreign and Italian historical material, whilst the other two functions concern cultural production in the tourism field.

4) Historical and cultural education

One of the critical elements highlighted is the lack of knowledge regarding Rimini's past and its identity roots. The proposal is to create a strategic training and educational programme in order to contribute to the international repositioning of "Rimini, educated and courteous" by raising awareness amongst citizens and tourists of its historical, artistic, landscape, cultural and food and wine heritage and unique, quality products.

Rimini a creative and dynamic land of events and quality relationships

The hallmarks of Rimini are a dynamism and vitality unique in the field of artistic creativity and cultural production, with a considerable number of quality theatres and cultural associations. A potential relationship heritage on which to invest through production, creativity and the creation of new cultural, research and training attractions.

Cultural production and creativity

Consolidating and developing the role of the Strategic Lab [Culture_Creativity], a workshop aimed at stimulating the participation of artists and creative people in the process of strategic planning that could become one of the plan's governance instruments in order to fully develop the cultural and relationship potential. The key to the project is welcoming (local and international) artists and producers, creating synergies and interdisciplinarity, developing projects, setting up study workshops, training programmes, organizing research and archiving, organizing and producing shows, exhibitions and conferences, organizing theatrical and musical residences. The place chosen is the former Astoria Cinema and Theatre. The research and production centre of temporary arts will be a physical place - for example, the former slaughterhouse - intended as a laboratory for production and research on various forms of temporary art. A place that does not boast about being an architectural icon, but communicates the workshop dimension it houses that captures the peculiarities of Rimini as a loosely-meshed landscape, willing to be interpreted in many extremely different ways and capable of representing many temporary identities.

New containers/attractions

Setting up a new cultural centre called the Fellini Center for contemporary art and cultures hallmarked by top-level architectural planning, in itself representing exceptional innovation,

and a strategic location (seafront, train station area or other). The centre, which will bring together a library, film library, theatre, cinema and exhibition halls, study and relaxation areas, refreshment zones and spaces dedicated to wellness, could act as a link with research and innovation facilities on the territory, not only on a provincial, but also on a regional and national level.

Important events

Rimini already welcomes and promotes important cultural events, such as the Meeting for Friendship Among Peoples and Pio Manzù. These initiatives are clearly of considerable relationship importance, but often find it difficult to express their full potential to produce positive repercussions on the territory. In this respect, the plan aims to invest in the promotion of important events that are more in tune with the city and territory in order to increase their potential and intercept the relationship opportunities they offer.

Tourism research and training

The International Tourism Center aims to respond to the need to promote advanced research and training activities in order to contribute to the success of a new model and new quality of tourism accommodation, also becoming a centre of research and experimentation, regarding the tourism phenomenon in both its social and economic dimension and in its functional expressions, such as hospitality and communication techniques, fashions and exigency, diversity and motivation trends. An advanced training centre to train subjects that intend to make tourism their profession. The centre should work with the universities, research centres and institutes that produce ideas, culture, information and planning in the tourism field and with public national and international institutions (WTO).