



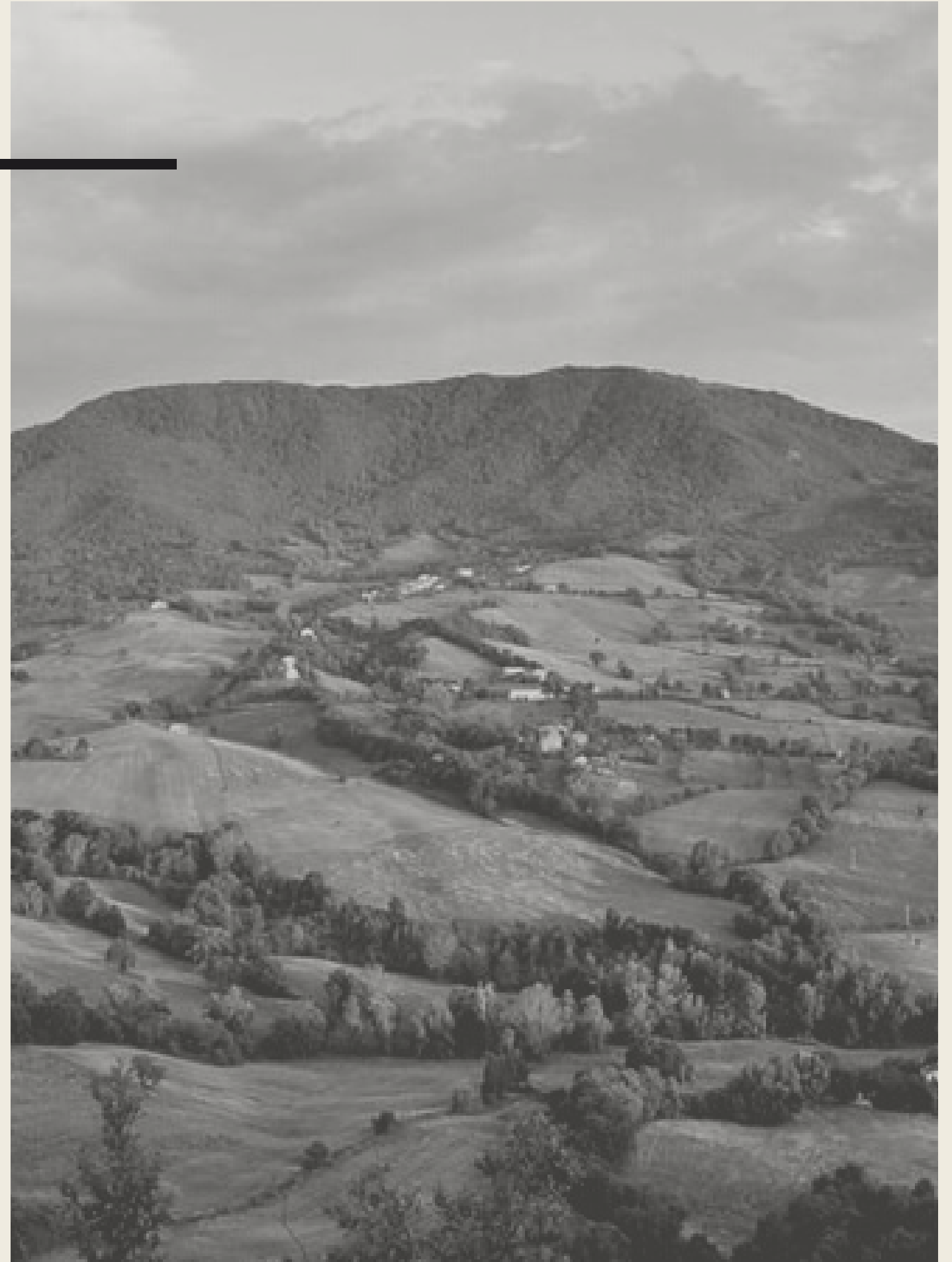
ACEEPT MAIN TASK

*FEEL THE PAST,  
LIVE THE PRESENT*

The upper Valmarecchia towns of Perticara and Talamello

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Cyan group



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*THE VALMARECCHIA VALLEY*



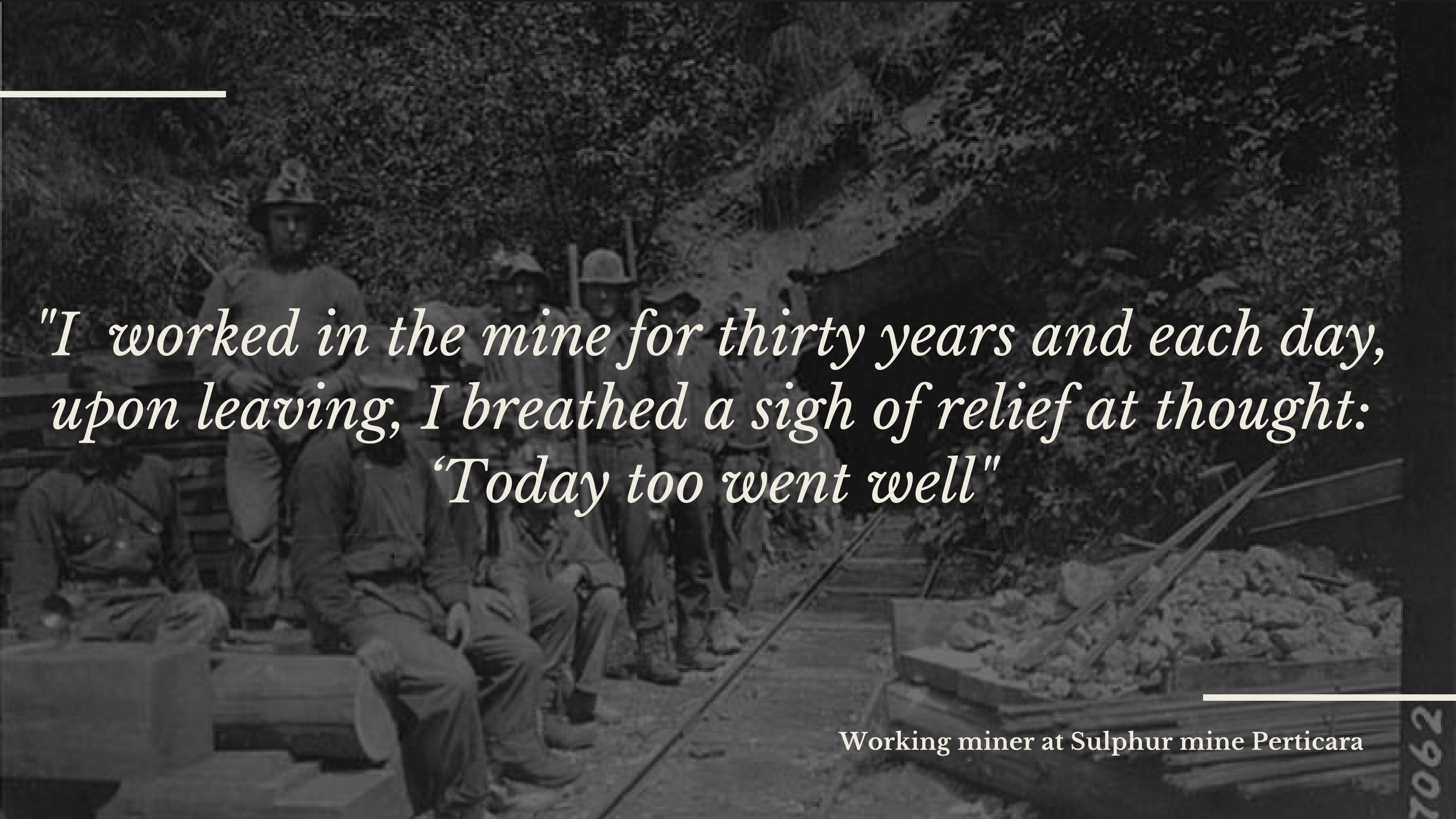


*HISTORY*

PRESENT







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*"I worked in the mine for thirty years and each day, upon leaving, I breathed a sigh of relief at thought: "Today too went well"*

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Working miner at Sulphur mine Peticara



*FORMAGGIO DI FOSSA*

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*"It's for someone, not everyone"*

Owner of the selling point of "Formaggio di fossa"

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# PEOPLE AND PLACES

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## Perticara

The town, its miners,  
local citizens



## Present day citizens

Grandson of a mine  
worker



## Talamello

Town where the Fossa  
cheese is made, local  
citizens, cheesemakers

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## Legacy Tourism

Reconnection of forgotten heritage by returning to ones past.

## Inspirational Gratitude

Telling stories of the past that define us today.

## Support Living Traditions

Value existing traditions and prevent their extinction.

## Learning Goal

Encourage curiosity for differences and similarities between cultures.

# *PURPOSES*

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# *STYLE AND TONE*

## Authentic

Real, down-to-earth stories and heritage

## Connection

Between dead and living tradition

## Remembrance

Preserving the stories from the past, so we can keep learning from them

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# AUDIENCE

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## DINKS : Double Income No Kids

- couple with a high purchase power
- aged between 25 to 35 years old
- like gastronomy, culture and excursions

## Three targets :

- Roots
- Gastronomic
- Cultural heritage



# AUDIENCE

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What are they searching ?

- Understanding where their ancestors originally came from
- Experiencing the process of making the products
- Discovering the legacy of places

➔ Feel the identity of the place & reconnect with the past





# CAMPAIGN

## LONG-FORM INSTAGRAM POSTS

Based on creating emotional connection

Individual testimonies that focus on the personal connection to Peticara's and Talamello's past and present

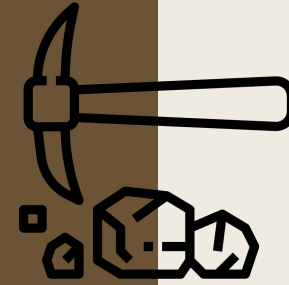


# OBJECTIVES

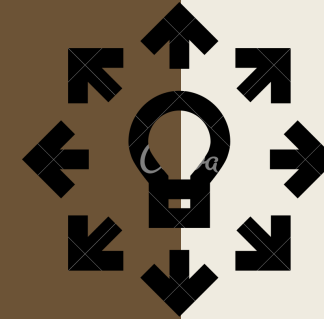
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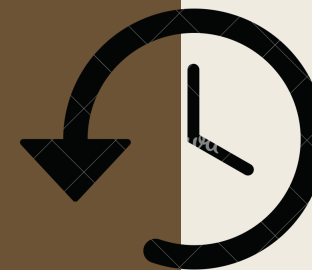
increase visitors



change of perception



expand spatial boundaries



greater appreciation  
of the resources

# STORYBOARD

## People & Places:

Who will feature in our story and what locations will be used?

- Rimini, Peticara, Talamello
- citizens of Peticara and Talamello



## Materials & resources

What materials and resources should be prepared (pictures, videos,...)?

- tell storyline
  - ↳ use of pictures of mines,
- present day testimony



## Story:

What kind of story shall we tell? How does it start (hook), how does it end (job), and what memorable moments happen in between (plot)?

- connection of young people to the legacy of the workers who were part of building the wealth of Rimini
  - ↳ through regeneration projects like the sulfur mine of Peticara
    - now important museum of industrial archeology in Italy
- ⇒ Upper Valmarecchia NOT just past
  - ↳ intangible traditions
  - ↳ Ambra cheese of Talamello
- Pristine nature, shared history, tangible heritage made alive by stories of local residents

no meaning of tradition through dead mining activity  
living practice of cheese production



## Style & Tone:

What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?

Historic, authentic, emotional, remembrance



## Campaign: (channels)

How will you get your story out there? E.g. which social media platform(s) would be the most appropriate?

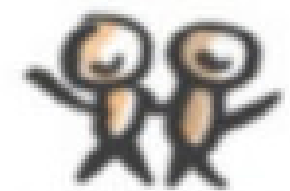
- Instagram: longform post
  - e.g.: travel blogs, story sharing
- focus on people's personal stories related to the 2 locations + focus on inclusion of current attractions



## Audience:

Who do you want to reach? Give each segment a name

- DIMKS: 24-35 years old
  - ↳ Double income/no kids
- culture tourists
  - ↳ interested in legacy/roots/gastronomical/craft tourism



## (Objectives:) optional reflections on expected outcomes

- increase visitors
- expand spatial boundaries
- change of perception
- greater appreciation of the resources





*THANKS !*

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**Cyan group**  
Carolyne  
Teo  
Yagmur  
Kim  
Brenda  
Emeline

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