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Versts *of Feelings*

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**Project “630 Versts Full of Feelings”/ VERSTS OF FEELINGS of the Cross-Border Cooperation Program 2014-2020**

**Partners:**

**Alūksne Municipality (Lead beneficiary)**

**Museum Reserve «Pavlovsk»**

**Pskov-Izborsk Integrated Museum Reserve**

**Latvian Association of Castles, Palaces and Manors (LPMA)**

**Project objective:** to create a new, common cross-border tourism product based on senses and feelings in Program territory from St. Petersburg till the border of Latvia-Lithuania and promote it by using modern solutions and technologies.

**Within the project:**

\* **A new tourism offer “630 Versts of Feelings”** has been created with a digital route map, a mobile app, a representation video and a guide for the trip of feelings, which introduces the nine stops of the route;

\* **Four festivals of feelings**, two conferences and four experience exchange seminars (or masterclasses) have been organized to develop the existing tourism offer;

\* **Tourism offers of nine cultural heritage sites have been improved** with special emotional additions:

- in the palace ensemble and park of the Krāslava Manor - a telescope has been installed on Karnicki's Hill, five giant outdoor games with individualized design have been created to learn about the history of the Krāslava palace ensemble;
- in the Arendole Manor – the necessary equipment has been purchased for organizing art and music events (chairs, computer hardware, a digital piano, etc.) and the excursion offer for visiting the manor house has been improved;
- in the palace ensemble and park of the Preiļi Manor – a bench with various sounds has been created to enjoy the feelings of nature and legends of the 19<sup>th</sup> century, and the 19<sup>th</sup> century style costumes have been made for three guides to enhance the historical mood in the Preiļi Park;
- in the Lūznava Manor – the equipment for bat watching has been purchased and a special offer has been created for visiting the manor at night;

- in the Varakļāni Manor ensemble - an interactive photo offer 'Green Wall' has been created in the museum;
- in the Litene Manor – a 3D drawing has been made in the hall allowing the visitors to feel the atmosphere of the Litene Manor Park in summer even when it is winter outside, the equipment has been purchased for enjoying tea (chairs, tables, dishes) and themed costumes have been made for the manor guides;
- in Alūksne – the original wall and ceiling paintings in the Fortepiano and Organ room of the Alūksne New Palace have been restored and a multimedia exhibition has been created in the Fortepiano room; the concert grand piano made in the Julius Blüthner piano-manufacturing company in Leipzig in the middle of the 19<sup>th</sup> century has been restored, the sound of which can be heard during the visit to the exhibition; a new tourism offer - a zip line *Zzzipp* and a digital 24-hour tourism information stand for the convenience of travellers have been installed;
- in the Izborsk Museum Reserve – the necessary engineering networks have been built and computer equipment has been purchased to ensure nature observation online;
- in the Pavlovsk Museum Reserve – an offer has been created for cyclists to discover and explore the Pavlovsk Park; a ferry has been restored on the shore of the Rose Pavilion Pond and three digital outdoor tourism stands have been placed in the Pavlovsk Park; the Traveller's Atlas published in 1799 has been restored and a joint exhibition has been created in the Izborsk Museum Reserve, which can be visited from 29 April 2021 to 30 June 2021.

**Project duration:** 15.05.2019. –14.08.2021.

**Total project budget:** 869 385,00 EUR

**Programme co-financing:** 720 000,00 EUR

**Lead beneficiary:**

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More information about the project here: <https://aluksne.lv/projektiwp/?p=604>