

## POLYPHONIA

Thematic Tourism Development Through the Preservation of Polyphonic Music, unique element of the cross-border Cultural Heritage

The cross-border Project, POLYPHONIA, which is funded by the Interreg IPA CBC Greece - Albania Programme, aims at preserving and enhancing the polyphonic music of the regions of Epirus and South Albania, as an integral cultural element of the intervention area, and to effectively valorise it in the field of thematic tourism.

But how is POLYPHONIA going to achieve this goal?

### INSIDE THIS ISSUE



Info Day of the POLYPHONIA Project successfully held in Ioannina



Repository of Polyphonic Music



POLYPHONIA Thematic Route



The POLYPHONIA Cultural Brand



Study on the preservation of polyphonic music and the development of cultural tourism

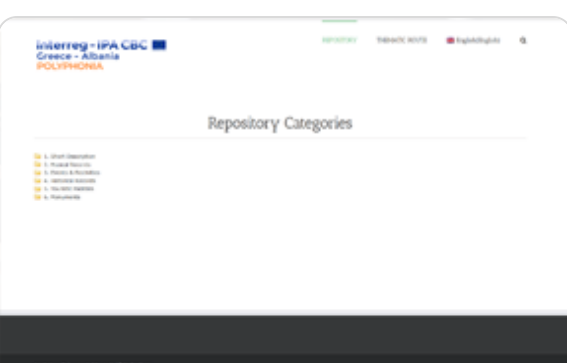
## DISCOVER MORE ABOUT POLYPHONIA

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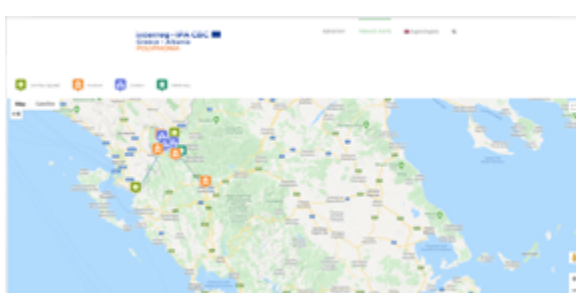
### Info Day of the POLYPHONIA Project

The 2nd Info-Day of the POLYPHONIA Project took place on the 30th of January 2020, in the event room of the Company of Epirus Studies, in Ioannina, organized by the Lead Beneficiary, i.e. the Regional Union of Municipalities of Epirus (PED Epirus), with great success. The President of PED Epirus, the Mayor of the Municipality of Pogoni and the Mayor of the Municipality of Dropull welcomed the participants and guests through their opening speeches. The Info-Day included a presentation about the Project, its foreseen outputs and results, by the Project Manager, Mr. Deskas, a speech about the importance and history of the polyphonic music, by a professor of polyphonic music, Mr. Lolis, as well as a presentation on the link between cultural tourism and the polyphonic music, by a Regional Advisor and member of the Tourism Department from the Region of Epirus, Mr. Gartzonikas. During the event, which was well received by the participants, the guests also enjoyed the performance of polyphonic songs by the polyphonic group "Association of Pogoni Polyphonic Singing".



### Repository of Polyphonic Music

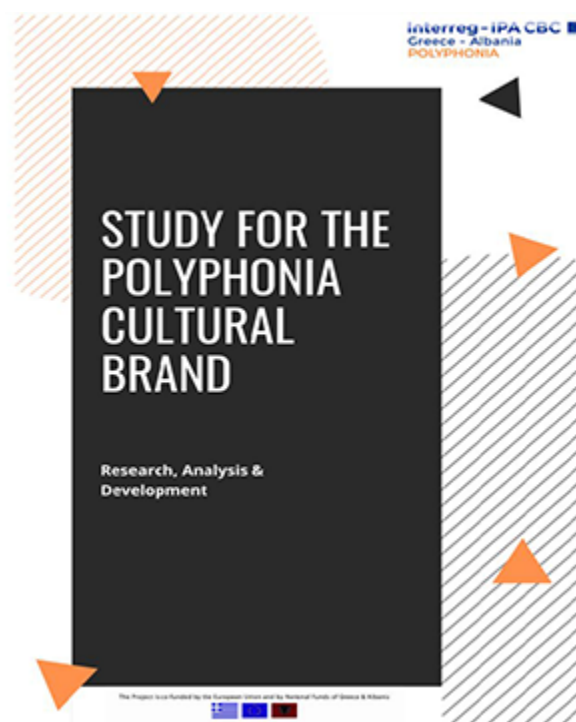
The Repository of Polyphonic Music will constitute a complete digital database of the Intervention Area's polyphonic heritage. Specifically, it will include audiovisual, historical and cultural data in digital format, that are related to the polyphonic music, with the aim of preserving and further promoting the polyphonic culture. By accessing the Repository, one will have the opportunity to listen to polyphonic musical pieces, observe photographs, watch audiovisual material, as well as to read historical documents that were found and collected from libraries, personal collections and historical or cultural institutions. All the aforementioned data will be preserved and presented digitally. The Repository is currently working (<https://polyphonia.eu/repository/>) as regards the Greek Intervention Area, i.e. Epirus and it will be completed shortly with material from the Albania Intervention Area.



### POLYPHONIA Thematic Route

The POLYPHONIA Thematic Route aims at highlighting important historical, cultural and natural heritage destinations, identifying the connection between cultural heritage and sustainable tourism with a focus on polyphonic music and polyphonic songs of Epirus and Southern Albania. The thematic route for the Greek intervention area has been completed and is available at the link below, while information about Albanian sites will be integrated shortly:

<https://polyphonia.eu/thematic-route/>



### POLYPHONIA Cultural Brand

The development of POLYPHONIA Cultural Brand constitutes a strategic tool in the international antagonistic environment which guarantees the uniqueness of the cultural identity built upon the intangible heritage of Polyphonic music, through a specific tourism product. The definition and the promotion of what the culture of the intervention area and the tourist product represent, provide a strategic tourist advantage, which will be antagonistic and will offer specific facilities, services and experiences to the tourists. The development of the specific identified cultural brand highlights a strong, common and distinctive identity to the intervention area, respecting and promoting the culture of the cross-border area and it will last after the end of the Project.

The POLYPHONIA Cultural Brand encompasses a set of marketing and communication methods, able to distinguish the POLYPHONIA tourism product (destinations, routes, activities, etc.) and create a lasting impression in the minds of tourists. The Cultural Brand has been completed and will be made available at the official Project's website shortly.



### Study on the preservation of polyphonic music and the development of cultural tourism

A Study focused on the preservation of polyphonic music and its use as a cultural tourism product in relation to the Greek part of the Project's Intervention Area, has been completed. Specifically, the Study is aimed at investigating the importance of preserving the tradition of the polyphonic music in the Epirus region, and the most effective methods towards this direction, as well as the ways to valorise it, in order to develop cultural tourism in the area.

The study will be completed for the entire Project's area, by integrating information about the Albanian part of the Project's Intervention Area, shortly.



The POLYPHONIA Project is co-funded by the European Union and by National Funds of the Participating Countries participating in the Interreg IPA II CBC Programme "Greece - Albania 2014 - 2020".

The views expressed in this Newsletter do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority.

#### GDRP Policy

Since May 2018 the new laws about data protection have come into force. We respect your privacy and we wanted to assure you that your data will only be used to keep you informed about the latest news of the POLYPHONIA Project, as well as to invite you to POLYPHONIA events. We will never give away your information (name, address, email, etc.) to any third party, nor will we send you unsolicited email.

You don't have to do anything, unless you no longer wish to receive emails concerning the POLYPHONIA project. Should this be the case, then please contact us in reply to the email stating this fact. If we don't hear from you, we shall assume you wish to continue receiving information about POLYPHONIA and keep your email address on our list.

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