

Interreg



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Latvia – Lithuania

LL-00100 Digital crafts tourism (D-tour)

Implementation of the project **LL-00100 „Digital Craft Tourism“ (D-tour)**, co-funded by the Interreg VI-A Latvia–Lithuania Programme 2021-2027, has started. Project aims to promote craftsmanship as a preserver of the cultural heritage of Latvia–Lithuania cross-border area by transforming it into a digital tourism product. Project partners will work together to address the challenge of traditional craft skills being overshadowed by modern digital solutions, and this way to avoid declining in their preservation and recognition.

Project partners – Latgale planning region, Daugavpils state city municipal institution „Unity House“, Kraslava municipality, Anykščiai Art Incubator–Art Studio and Panevėžys district municipality administration – will jointly look for solutions that contribute to the preservation and recognition of traditional craft skills.

During the project 5 digital exhibitions will be created: digital exhibition „Traditional crafts universe of Latgale“ in Daugavpils, virtual exhibition on woodworking and Krāslava specific wooden architecture in Krāslava, digital exhibition on ceramics in Anykščiai, digital crafts exhibitions on linen weaving of traditional Aukštaitija region ribbons and traditional folk music instruments in Panevėžys district.

The series of interactive exhibitions is planned to be organized in Latgale region in Latvia, as well as in Utena and Panevėžys regions in Lithuania. These exhibitions will showcase traditional crafts, skills and the use of natural materials. They will become a bridge between old traditions and modern technologies, encouraging a deeper appreciation of the cultural richness of the regions.

Communication and promotion: 1) publicity of created exhibitions by organizing 3 international marketing campaigns – in Latgale, Utena and Panevėžys regions; 2) exhibition opening events; 3) ensuring visibility and publicity of the project.

As a result, project will enrich the cultural heritage of the Latvia–Lithuania cross-border regions through digital exhibitions, fostering local craftsmanship, attracting tourists and contributing to the increased number of visitors to the area.

Project duration: 03/01/2024 – 02/28/2026.

Total project budget is 697,275 EUR. Co-funding of European Regional Development Fund is 557,820 EUR.

The Interreg VI-A Latvia–Lithuania Programme 2021–2027 aims to contribute to the sustainable and cohesive socioeconomic development of the Programme regions by helping to make them more competitive and attractive for living, studying, working and visiting.

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