

ARCHETHICS

Dissonant Heritage as lab of democracy

CESENA Integrated action plan



Comune
di Cesena

URBACT



Co-funded by
the European Union
Interreg

“From physical places to values”

The infrastructures of our cities are not only physical places—squares, monuments, buildings—but first and foremost the axioms, thoughts, memories, prejudices, and the positive and negative values of the community that brings them to life.

The Plan you are about to read is the result of a participatory process involving citizens, local actors, institutions and universities.

Its aim is to bring to light a complex and controversial heritage, turning it into a space for dialogue to promote democracy and solidarity, while stimulating a critical reflection on our shared European past.

This Plan is not an endpoint, but a working platform from which to launch new initiatives, access resources, and continue to enhance the places and memories of the twentieth century as tools for active citizenship.

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Foreword

by Camillo Acerbi – Councillor for Culture,
Municipality of Cesena

The totalitarian regimes that marked the history of the twentieth century, despite their great differences, left behind in many European countries a remarkably similar legacy: monuments, buildings and even entire districts designed to glorify the dictator or the ruling party, and to instill fear in internal and external political opponents. Even decades later, this heritage continues to bear a memory that is often divisive and painful, a legacy that some may feel tempted to remove or “normalise”, or that risks being forgotten altogether—when instead it could and should serve as a valuable opportunity for reflection on the past and as a warning for the future.

Cesena, like many Italian cities, possesses such a heritage, dating back to the Fascist era and encompassing stories and memories that extend until the end of the Second World War. It is a relatively modest legacy compared, for instance, to the city of Latina and other “new towns”, or to nearby Forlì and Predappio, yet it remains significant and worthy of being valued as historiographical and cultural heritage. A preliminary mapping has identified several examples of Rationalist architecture linked to the Fascist regime, along with other monuments symbolising a complex past. This work is part of Cesena’s adhesion in 2022 to the European ATRIUM network (Architecture of Totalitarian Regimes of the 20th Century in Europe’s Urban Memory), one of the 45 Cultural Routes of the Council of Europe. The network brings

together universities, institutions, associations and municipalities to build historical-cultural itineraries exploring the architecture of totalitarian regimes that shaped much of Europe during the central decades of the twentieth century.

In this perspective, Cesena benefits from two particularly favourable conditions for the study, protection and enhancement of this heritage. On one hand, the city has a long and fertile tradition of interest in local history, carried forward today by numerous researchers, associations and institutions—first and foremost the Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena—which each year produce dozens of publications and public talks, many of them dedicated to the Fascist period and the liberation struggle. On the other hand, Cesena hosts the Faculty of Architecture of the University of Bologna, within which a working group is engaged in researching the city’s urban history, again with a particular focus on the twentieth century.

The pathway initiated with ATRIUM, together with the intention to make the most of local expertise, led the Municipal Administration to join—indeed as lead partner—the European project ARCHETHICS. The project aims precisely at developing strategies and action plans for the regeneration of “dissonant” architectures and monuments through an ethical approach: not erasing the traces of their difficult past, but transforming them into tools that promote the very values totalitarianism sought to deny—democracy, hospitality, and cooperation among peoples. This is made possible through the involvement of local communities and the exchange of good practices with the partner cities.

This document aims to present the work carried out over more than two years and, above all, to outline its outcomes in terms of concrete

proposed actions—both on material heritage (for example, the development of a visitor experience for the air-raid shelter of the Rocca), and on immaterial heritage (for example, the creation of a “Memory Library” collecting interviews with the last living witnesses of the Fascist period and the war). Some of these ideas have already been tested, and thanks to this Plan they now find a clear place within a broader development framework, useful both for attracting new funding and for imagining new projects together with the city, within a European perspective.

This is an engaging and virtuous journey—one we are committed to continuing—so that our dissonant heritage may increasingly become a resonant heritage, capable of stirring in those who encounter it both the memory and indignation for the injustices of the past, and the passion and commitment for the common good of today and tomorrow.

A final word of thanks goes to all the associations, institutions, and individual citizens who voluntarily and actively contributed to this project, sharing their time, skills and curiosity in order to question our past and imagine a part of our future.

Context and Key Questions

#1

Glossary

Term

VLG (*Urban Local Group*)

Definition

Local group bringing together institutions, associations, residents and relevant stakeholders. It is the space for dialogue and co-creation at city level..

IAP (*Integrated Action Plan*)

Integrated action plan that defines objectives, strategies and concrete interventions, developed through a participatory process with the city.

Urban Agenda for the EU

An EU initiative launched in 2016 to improve urban policies and practices, promoting sustainable development in European cities by addressing social, environmental, economic and cultural challenges.

Dissonant heritage

Architectures, buildings or places that convey controversial memories or that are linked to authoritarian regimes.

A Cultural Route of the Council of Europe that highlights the urban and architectural heritage of totalitarian regimes of the 20th century, transforming it into a resource for memory, education and democracy.

Atrium (*Architecture of Totalitarian Regimes in Europe's Urban Memory*)

URBACT IV Dimensions of integration

An “integrated” plan considers three dimensions:

- **thematic** (addressing social, environmental, economic, cultural aspects),
- **territorial** (responding to the specificities of neighbourhoods and urban contexts),
- **governance** (involving public authorities, private actors and residents in a coordinated way).

URBACT IV Cross-cutting topics

Transversal themes to consider in every project: **green transition, gender equality, digital transformation.**

1.1

ARCHETHICS and dissonant heritage: a European challenge

The term *dissonant heritage* refers to those elements of architectural heritage (buildings, monuments, statues, assets, public spaces) associated with historically and/or politically controversial values, or that evoke uncomfortable collective and individual memories, often linked to conflicts and wars, colonialism, totalitarian regimes, or contested borders.

This type of heritage may generate disagreement due to conflicting ideologies, disputes over which assets should be included or excluded from the category of “heritage”, or because its narrative is no longer accepted by contemporary society—turning it into a topic of debate and potential reinterpretation.

Dissonant heritage often appears as a fracture within collective memory and the urban fabric. It is a complex and controversial heritage that can spark conflict or, conversely, remain submerged and unrecognised by the community. At the same time, it represents a space of historical and social tension to be explored and valued in all its complexity, turning it into a resource for social cohesion and democratic growth.

European history has left behind numerous traces of this architectural and cultural legacy—just think of the architectures of the totalitarian regimes of the twentieth century.

In this context, the European Union has recognised the relevance of dissonant heritage by including its enhancement within Action 10 of the **Urban Agenda for the EU**, promoting an integrated approach to its management within urban policies and fostering a critical and inclusive reflection grounded in democratic values.

The **Council of Europe** has also acknowledged this relevance by formalising the **ATRIUM Cultural Route**, created in 2014 to promote historical-cultural itineraries based on the dissonant architectures of twentieth-century totalitarian regimes.

ARCHETHICS takes up this European challenge by creating a network of eight European cities that share the presence of dissonant architectural heritage in different urban and rural contexts, particularly linked to twentieth-century Fascism and Communism, and characterised by diverse levels of preservation and current use.

ARCHETHICS promotes a multi-perspective approach aimed at interpreting this heritage, collecting stories and memories, and developing participatory initiatives that enable its conscious and inclusive management—transforming it from a potentially divisive element into a laboratory for democracy.

ARCHETHICS is funded by the **European Territorial Cooperation Programme URBACT IV** (www.urbact.eu) and is led by the Municipality of Cesena together with seven other European cities:

- Cesena (Italia)
- Permet (Albania)
- Kazanlak (Bulgaria)
- Krakow e Gdansk (Polonia)
- Leipzig (Germania)
- Betera (Spagna)
- Vila Nova de Cerveira (Portogallo)



ARCHETHICS / THE CHALLENGE

The challenge of ARCHETHICS is **to transform dissonant heritage into an opportunity to promote democracy and solidarity, stimulating a critical reflection on Europe's shared past.**

The goal is **to activate cultural pathways and**

ARCHETHICS / THE 4 DIMENSIONS

To address this challenge, the project is structured around four dimensions, each of which introduces generative questions that have guided the process.



Architecture – analysis of buildings and their historical, architectural and social value.

*"Is it right to preserve a building that symbolises a difficult or traumatic past? Or is it better to remove it or replace it?"
"Adaptive reuse, green solutions, tactical urbanism and new technologies: how can these elements be used in the regeneration of dissonant heritage?"*



People – engagement of local communities and contemporary relevance.

*"How can we develop a multi-perspective approach to revalue dissonant heritage (intergenerational, multicultural, gender-balanced)?"
"How can we create new, innovative and inclusive languages for critical and cultural reinterpretation? (performing arts, digital tools)"
"How can we combine aesthetics, functionality and accessibility?"*

regeneration processes for neglected or hidden sites and architectures linked to a complex and controversial past, turning them into **spaces for dialogue on European values**, inclusive and sustainable **urban development, cultural tourism and education**.

History – deepening the historical and political context.

*"How can historians' expertise be integrated to develop new cultural and tourism products on dissonant heritage?"
"How can we enhance the public role of history and memory in generating inclusive urban policies?"
"How can we counter fake news and prevent misinformation?"*



Ethics – reflection on values and cultural legacy.

*"How can we build a solid ethical framework around dissonant heritage?"
"How can we place European values back at the centre as a common good within urban policies?"
"How can we map the cultural and social value of dissonant heritage together with our urban communities?"*

ARCHETHICS / CROSS-CUTTING TOPICS

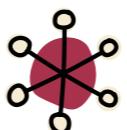
Alongside the four dimensions, the project includes three cross-cutting topics to address contemporary challenges in an innovative way.



Gender equality – Integrating a gender perspective into the analysis, enhancement and management of dissonant heritage, ensuring that the voices and stories of people of all genders—past, present and future—are included.



Green transition – Valuing dissonant heritage through sustainable practices, engaging communities in urban regeneration processes and in forms of slow tourism.



Digital transformation – Developing new digital technologies to explore heritage, increase accessibility, innovate management practices, and promote collaborative cities.



1.2

The URBACT method: community activation and skills development

European dimension / transnational cooperation to address shared challenges

ARCHETHICS has promoted intensive collaboration among partner cities and a network of European experts to explore and revalue dissonant heritage as a laboratory for democracy and collective memory, fostering mutual learning and innovation.

Key activities included:

- **Transnational in-person exchanges** among partner cities to explore different approaches to managing dissonant heritage.
- **Online and in-person thematic workshops** on the cross-cutting topics of the process: green transition, digital transformation and gender policies for developing inclusive cultural pathways around dissonant heritage.
- **Online and in-person masterclasses** with international experts.
- **Peer-review sessions**, both online and in-person, to strengthen local strategies through dialogue with other cities.

Local dimension / the ULG and the Integrated Action Plan

At the local level, the URBACT method requires the creation of the URBACT Local Group (ULG), which brings together key territorial stakeholders involved in developing the topic (institutions, organisations, associations,

The European Territorial Cooperation Programme URBACT IV supports cities in developing projects for sustainable urban planning through training actions, exchange of good practices, and active involvement of local stakeholders. Applying the URBACT IV method, ARCHETHICS has developed a series of activities integrating two main dimensions.

businesses, experts, residents). Through a participatory process, the ULG co-designs the Integrated Action Plan (IAP).

The ULG is the core element of the URBACT methodology, as it ensures the development of effective, tailored strategies that respond to the specific challenges of the local context.

The Integrated Action Plan

The Integrated Action Plan (IAP) you are now reading is the result of this collective work, which began in November 2023 and concluded in September 2025.

The Plan is a strategic document that brings together visions, objectives and concrete actions to enhance dissonant heritage, transforming it into a driver of cultural, social and economic development for the city.

30 November - 1 December 2023

Kick-off meeting / CESENA (ITALIA)

Critical interpretation workshop on the mosaics at the Palmezzano School in Forlì

18-19 June 2024

/ PERMET (ALBANIA)

European meeting and Masterclass on "Architecture and People"

8 October 2024

Online thematic workshop /

Digital transformation for dissonant heritage

1-2 July 2025

LEIPZIG (GERMANY)

European meeting and workshop / Testing activities and funding models for the Plan

8 May 2025

Online thematic workshop / Environmental sustainability for dissonant heritage

9-10 April 2024

/ DANZICA (POLONIA)

European meeting and Masterclass on "History and Ethics"

8 May 2024

Online thematic workshop

/ Gender, diversity, ethics and communication

4-7 November 2024 / VILA NOVA DE CERVEIRA (PORTUGAL)

European meeting and Bilateral Exchange / Digital transformation and green transition

31 March - 2 April 2025 / CRACOVIA (POLONIA)

European meeting and Bilateral Exchange / Active engagement of youth and community

3 October 2025 /

KAZANLAK (BULGARIA)

Bilateral Exchange

10-11 December 2025 / BÉTERA (SPAIN)

Final European Event and workshop "Challenges and opportunities for enhancing dissonant heritage"

1.3

Cesena: the dissonant heritage of the Fascist Ventennio



1922-1943
Fascist regime period

1940-1945
Second World War

Ottobre 1944
Liberation of Cesena

Aprile 1945
Liberation of Italy

1946
Birth of the Italian Republic following the referendum of 2-3 June, the first electoral consultation open also to women

FASCISM IN ITALY AND IN CESENA, AND THE USE OF ARCHITECTURE AS A TOOL OF PROPAGANDA

Due to the particular configuration of its social and political fabric (the presence of a strong Republican Party; a deeply rooted associative tradition; a positive record of local administration), the establishment of the Fasci di combattimento in Romagna occurred with considerable delay and far less support compared to the national context. The first Fascio in Romagna was created in Cesena in July 1920, but only from 1921 was a formal local section founded, together with the first squadrist actions—though these would escalate fully only in the summer of 1922. Shortly thereafter (31 October 1922), in conjunction with the outcome of the “March on Rome”, the Fascists in Cesena removed the Republican mayor Enrico Franchini, and the Prefect appointed Commissioner Carlo Enrico Rasi in his place.

In the twenty-two years that followed, local Fascism—although marked by the absence of strong leaders and an adequate ruling class—first worked to eliminate opposition. Cesena, in addition to the 237 individuals hit by the regime's various repressive measures (49 of whom were referred to the Special Tribunal), also holds the tragic distinction of several anti-fascists killed in prison under torture: Gastone Sozzi, Pio Amaduzzi, Scevola Riceputi, Derno Varo, Werther Ricchi. After this phase, the regime moved towards building consensus, through a programme of initiatives that, despite significant contradictions, clearly displayed signs of modernization.

It is within this context that one must interpret the construction of buildings, monuments, and changes to street names—tools through which the regime implemented welfare and ideologically oriented policies aimed at securing widespread adherence. Notable examples include: Casa della GIL (1934-35); Casa della madre e del bambino (1937); the bust of William D'Altri (1936); and the air-raid shelter (1944). *curated by: Istituto per la Storia della Resistenza e dell'Età Contemporanea di Forlì-Cesena ETS*

Preliminary mapping of ATRIUM's dissonant heritage



Ex Arrigoni
/ Labour
What it was (1920-22): headquarters of the Arrigoni factory, dedicated to processing and preserving agricultural products.
What it is today: headquarters of the Liceo Scientifico Righi.



L'ex Casa della Madre e del Bambino
/ Education - gender equality - family
What it was (1937): Nursery and maternity support centre.
What it is today: Nursery school.



Casa della GIL
/ Education - sport - propaganda
What it was (1934-35): Young people aged 6 to 21 received physical/military training as part of a welfare and political re-education programme.
What it is today: Gym and headquarters of the Local Police.



Air-raid shelter and Parco della Rimembranza
/ War
What it was (1944): Air-raid shelter.
What it is today: Cultural site used for commemorations and guided visits for schools and residents.



Bust of William D'Altri
/ Colonialism
What it was (1936): Commemorative bust of a young soldier who died in the war against Ethiopia.
What it is today: Commemorative monument.

In 2022, the Municipality of Cesena joined the ATRIUM Cultural Route and, in collaboration with the Department of Architecture of the University of Bologna and the Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena, mapped the main sites in the city linked to the Fascist regime (1922-1945), identifying buildings and structures with different levels of preservation and current use. Some of these places were symbols of Fascist propaganda and re-education, while others are connected to the stories and memories of the Second World War and the Resistance.

An initial context analysis showed that most of this heritage is today frequented and used by the community of Cesena, as it hosts public services and spaces that form part of residents' daily lives. At the same time, these places are often scarcely—or not at all—known for their historical dimension. For this reason, Cesena's heritage can still be considered a "dormant and submerged heritage".

One of the key motivations that led the Municipality of Cesena to promote the ARCHETHICS project was precisely the desire to use these buildings to collectively engage with the themes of twentieth-century history and memory, restoring to the community the complexity of the events linked to the Fascist Ventennio and the Second World War, and valuing these sites as places for dialogue and the construction of democracy.

1.4

The participatory process

Mapping local stakeholders

The process began with a public call to the city and an introductory event held on 29 November 2023, attended by around 50 local stakeholders.

A specific mapping effort focused on identifying local actors capable of working on the re-signification of this heritage without altering its current function. This approach reflects the particular condition of Cesena's dissonant heritage: buildings that are still in everyday use and often scarcely perceived as historically relevant and/or dissonant.

Organisations with cultural, artistic, historical, architectural and philosophical expertise were identified, along with municipal departments and other entities able to contribute added value on cross-cutting themes such as gender, digital transformation and environmental sustainability.

The mapping also involved those who use and animate the buildings that form part of this dissonant heritage.

Those who participated most consistently came mainly from three areas:

- **Experts in history and memory**
- **Organisations with architectural, artistic and cultural expertise**
- **The Municipality of Cesena's interdepartmental working group**

The focus was placed not so much on the material aspects of heritage, but rather on the immaterial value of the buildings and

their memory. The proposed actions aim to strengthen the cultural infrastructure that binds communities together, encouraging reflection on the contemporary meanings of key themes such as rights, democracy, war, propaganda and colonialism.

The URBACT Local Group (ULG)

Municipality of Cesena

- Culture Office
- Tourism and Economic Activities Office
- Sports Office
- Youth Office
- Urban Planning Office
- European Projects Office
- Environmental and Territorial Protection Office

History and Memory

- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena
- E. Balducci Peace Centre of Cesena
- Lecturer in Postcolonial and Cultural Studies, University of Milan
- Master's student in European Cultural Heritage Management, Universities of Glasgow, Rotterdam, Lisbon, IESA Paris
- Cesena di una Volta
- Deina APS

Architecture

- University of Bologna, Department of Architecture
- ATRIUM
- Assoarchitetti

Education

- Liceo Scientifico Righi Cesena
- Liceo Classico Monti Cesena
- Istituto Tecnico Economico Serra Cesena

Arts and Culture

- Associazione Aidoru
- Uniradio Cesena
- Rotaract Cesena
- Contra srls
- Compagnia Fuori Scena APS
- Archivio Zangheri
- Ad Astra APS
- Alchemico Tre APS

Chi vive lo spazio

- Judo Kodakan
- Liceo Scientifico Righi Cesena (as a cultural partner in activities)

Digital

- Lool
- Mango

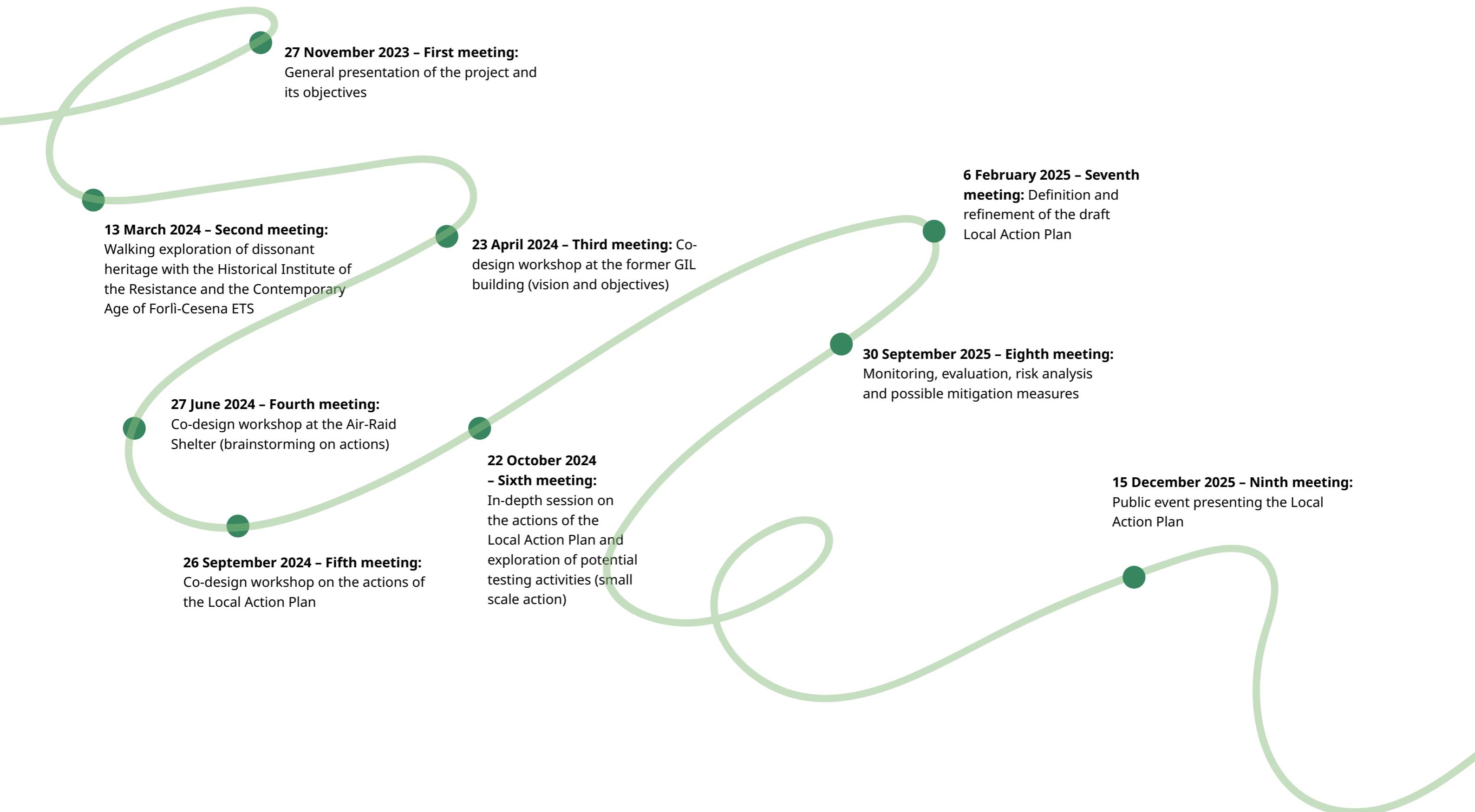
How we worked

The meetings were designed to encourage horizontal and informal dialogue, using facilitation techniques such as small-group work and digital tools, including Mentimeter. Particular attention was given to ensuring equal opportunities for expression among all participants and to making the topic—despite its complexity—accessible to everyone.

The level of shared reflection proved to be very high, thanks to the involvement of people with diverse backgrounds and from different generations.



The work developed through the following meetings:



SWOT Analysis of Cesena's Heritage

The SWOT analysis was carried out in two separate phases: the first involved municipal employees from the relevant departments,

while the second brought together the stakeholders of the ULG. Below are the main elements that emerged.

Strengths	Weaknesses	Opportunities	Threats
<p>Memory and Heritage</p> <ul style="list-style-type: none"> Presence of dissonant heritage that is still actively used and inhabited, offering opportunities to reflect on history while connecting it to current realities. A broad collective and individual memory that can be valued through active community engagement. Wide availability of archival photographic and historical materials. Growing attention to rights and democracy from various associations and institutions. Potential to transform dissonant heritage into an incubator for the future, preserving its historical value while highlighting its dissonances. <p>Engagement and Spaces</p> <ul style="list-style-type: none"> Presence of youth and community gathering spaces near sites of memory. Diversity and proactivity of the stakeholders involved. Interest in creating new spaces for dialogue and participation on rights and democratic values. Opportunity to develop a "laboratory of democracy" enabling critical reflection on the present 	<p>Memory and Awareness</p> <ul style="list-style-type: none"> Visual habituation to dissonant heritage, making it less recognisable as historically relevant. Low historical and cultural connotation of some buildings. Limited knowledge among residents about the history of these buildings. Difficulty in engaging some community groups, particularly people with migrant backgrounds and younger generations. Risk of indifference towards the topic and lack of identification. <p>Communicating Complexity</p> <ul style="list-style-type: none"> Difficulty in conveying complex issues without excessive simplification and/or ideological interpretations. Need to counter fake news and potential misuses of the project. Risk of attraction exerted by nationalist and/or authoritarian narratives. Need to avoid the project being perceived in a polarising way (debate vs. ideological conflict). 	<p>Education and Awareness-Raising</p> <ul style="list-style-type: none"> Creation of urban routes on totalitarian regimes for schools and residents. Connecting places, people and individual memories for a broader and more inclusive interpretation of heritage. New learning opportunities for students and youth through workshops and digital tools. Possibility to regenerate and revalue some places without erasing their historical significance. <p>Community and Memory</p> <ul style="list-style-type: none"> Proactivity of the local community and involvement of different generations. A heritage that, although "dissonant", is still lived daily by workers, students, and residents. Need for continuous civic engagement on democracy to prevent its erosion. <p>Networks and Collaborations</p> <ul style="list-style-type: none"> Opportunity to build a network with other organisations in Emilia-Romagna working on memory and dissonant heritage. Potential to link the project to broader tourist itineraries to increase its impact. 	<p>Risks of Misuse</p> <ul style="list-style-type: none"> Conflicting political interpretations of the value of this heritage. Exploitation of the topic for political and/or ideological purposes. <p>Difficulties in Engaging the Public</p> <ul style="list-style-type: none"> Difficulty in highlighting dissonant heritage without glorifying it or making it appealing for the wrong reasons. Need to develop effective strategies to involve diverse audiences. Risk that the topic may not generate interest or may be perceived as distant. Risk of excessive fragmentation in content production, making dissemination, integration between projects and accessibility more difficult. <p>Architectures and "Invisible Dissonance"</p> <ul style="list-style-type: none"> Architectures with limited aesthetic impact, making them hard to identify and enhance. Latent dissonance and heritage that is not easily recognisable. Habituation that leads to unconsciously "erasing" these places from collective perception.

Vision and Integrated Approach

#2

2.1

The vision: from physical places to values

The work carried out with the Local Support Group highlighted that most of Cesena's dissonant heritage is still in use today, with current functions that in some cases mirror the original ones (such as nurseries and gyms) and in others are completely different (e.g., the former Arrigoni factory, now a secondary school).

With the sole exceptions of the former air-raid shelter—which has remained unchanged—and the largely forgotten bust of William D'Altri, all other mapped buildings evoke, in the collective memory, a stratification of memories and everyday experiences that no longer connect to the dissonant origins of this heritage nor to the historical context in which they were conceived as instruments of propaganda.

On the one hand, the re-signification of places represents a natural process of collective reappropriation of public spaces by democratic institutions and the local community. On the other, it may entail the risk of a collective loss of memory and, consequently, the erosion of the social and cultural antibodies needed to safeguard the health of our democracy and counter anti-democratic tendencies.

Placing these buildings back within History—deepening the value system that shaped them during the Fascist regime as spaces of social control and indoctrination, and analysing their hidden meanings—means initiating, first and

foremost, a cultural process that reactivates today's democratic values of solidarity, inclusion, and freedom of expression.

The participatory process with local stakeholders therefore led to the definition of a strategic vision guiding the actions of the Plan, centred on the enhancement and reactivation of democratic values, in clear contrast to the denial of freedoms and the propaganda of the Fascist regime.

Building on this premise, the Plan's vision imagines creating cultural pathways that enhance dissonant heritage as true community laboratories—open and inclusive spaces that, starting from a critical use of History, lead to a collective reflection on democratic values, becoming platforms for active citizenship and social cohesion.

The infrastructures of our community are not only physical places—squares, monuments, buildings—but above all the axioms, thoughts, memories, prejudices, and the positive and negative values that shape and animate it: culture.

For this reason, the Plan's actions focus primarily on developing cultural and participatory tools capable of bringing historical memory to the surface, making it accessible to new generations and to anyone living in the city of Cesena.





2.2

A community-based project

The first meeting with the group of local stakeholders highlighted a clear objective: **“The project will only make sense if it is able to speak to everyone living in the city, and not only to those who are already interested in these issues.”**

Dissonant heritage is a valuable resource for everyone—not just for a part of the community.

For this reason, great care was taken in designing actions capable of engaging a wide and diverse audience. The goal is to ensure that the project becomes an inclusive and accessible experience for all.

From this perspective, the project takes shape as a community pathway capable of connecting institutions, associations, schools, universities and residents, strengthening a shared sense of belonging and responsibility towards this heritage. Within this framework, particular attention is given to language: the translation of project outputs plays a fundamental role both in ensuring accessibility for people from different cultural backgrounds and in positioning local experiences within a broader international discussion on dissonant heritage.

Following the suggestions of the Local Support Group, several potential target audiences were identified for the actions of the Plan:

Residents of Cesena already interested in these topics:

- Scholars, researchers and enthusiasts of history and memory
- Associations and rights-based movements
- Older adults who carry memories (nursing homes, day centres)
- Participants in the commemorations of 25 April (Liberation of Italy), 20 October (Liberation of Cesena), 27 January (Holocaust Remembrance Day)
- Tourist guides operating in Cesena

Learners and educators, informal youth groups:

- Lower and upper secondary schools in the Province of Forlì-Cesena
- Students enrolled at the Faculty of Architecture, University of Bologna – Cesena campus

Residents of Cesena not necessarily interested in these topics:

- Neighbourhood residents
- Municipal employees
- Corporate welfare initiatives for local SMEs
- Parishes
- Visitors of the Malatestiana Library
- Users of buildings that form part of Cesena's dissonant heritage
- Residents with migrant backgrounds

Cultural tourism and occasional visitors:

- Out-of-town students enrolling in Cesena's faculties (approx. 1,000)
- Visitors of the Rocca Malatestiana
- Visitors of the Malatestiana Library
- Owners and employees of major accommodation facilities
- Sports tourism (stadium, running or cycling events)
- Participants in conferences at the University of Bologna

2.3

Strategic objectives

The strategic objectives represent the operational translation of the vision shared with the Local Support Group and stem from the four dimensions of ARCHETHICS (History, Architecture, Ethics and People).



Strategic Objective 1 – HISTORY

Collect, enhance and disseminate the history and memories linked to the Fascist regime and the Second World War.

This objective aims to preserve, disseminate and make historical sources, testimonies and archives accessible, particularly by engaging younger generations through digital tools, educational activities and multimedia storytelling.

Areas of intervention: culture, youth, social sector, schools



Strategic Objective 2 – ARCHITECTURE

Raise awareness among Cesena's residents about their dissonant heritage.

This objective focuses on making the city's dissonant buildings and places visible, recognisable and interpretable through artistic, technological and participatory practices capable of valuing the history of the buildings, analysing dissonances and hidden meanings, generating new narratives and updating the relationship between urban space, history and community.

Areas of intervention: architecture, culture, social sector, participation



Strategic Objective 3 – ETHICS

Promote dialogue and civic participation on democratic values through cultural products that critically explore the dissonant heritage linked to the Fascist Ventennio.

The aim is to transform sites of memory into living platforms for critical debate and active citizenship, strengthening collective awareness of democratic principles and fundamental rights.

Areas of intervention: culture, ethics, education, participation

All three objectives share a common approach: starting from historical memory and material heritage to build cultural practices that place people and the intangible heritage of the community—personal memories, collective experiences, and ideas for the future—at the centre.

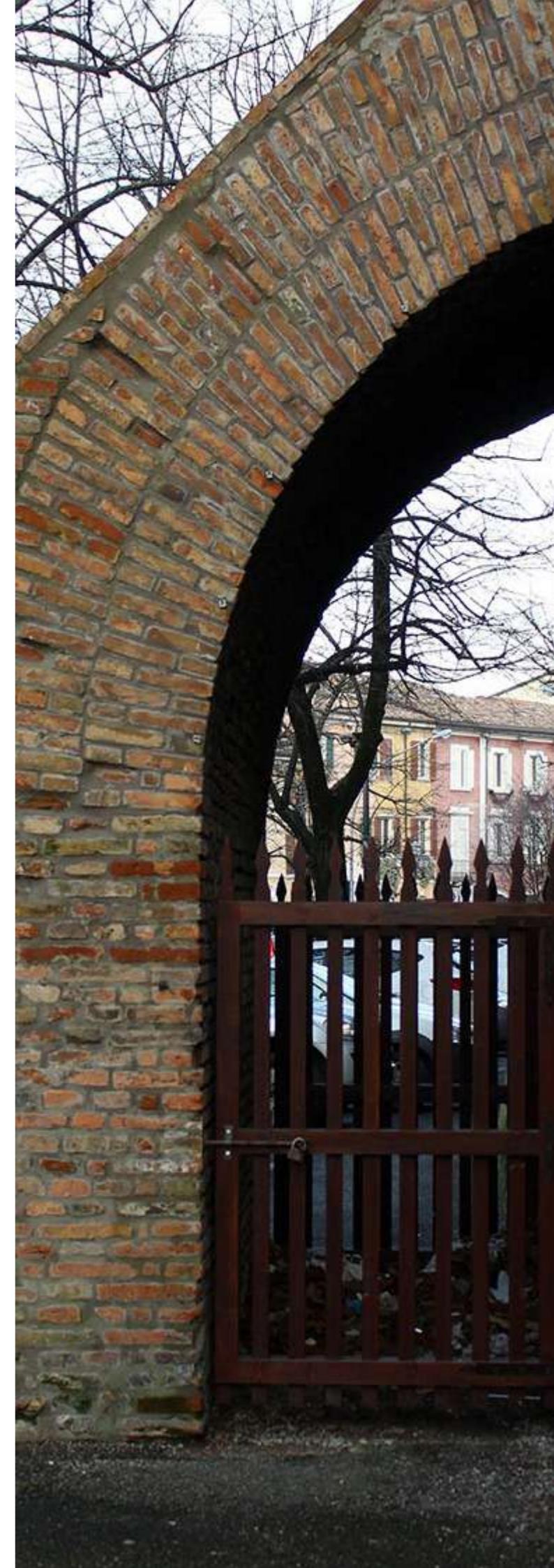
The strategic objectives were developed through three complementary perspectives:

• **The historical perspective**, ensuring rigorous scientific oversight of the information collected and disseminated, entrusted to organisations with long-standing expertise in these topics.

• **The artistic perspective**, tasked with creating a language capable of communicating with everyone—not only at a cognitive level, but also emotionally.

• **The technological perspective**, which supports and amplifies accessibility to the envisioned pathways, fostering interaction between people and places, creating emotional engagement, and intertwining collective reflection with a more personal and intimate experience.

Through this approach, dissonant heritage becomes not only a legacy to preserve, but a living resource for making sense of the present and imagining the future.



2.4

Themes and “dissonances”: proposed framework

To complete the overall logic of the process, dissonant heritage was explored through a thematic lens. Each building was associated with a theme linked to its history, original function and symbolic role within the Fascist regime, creating a bridge to the present and encouraging critical reflection on contemporary issues.



Former GIL – “Sport and Propaganda” – What was the role of sport as a tool of propaganda under the Fascist regime?

- How did propaganda shape society?
- What is the impact of distorted information on collective perceptions?

This approach has a twofold aim: first, to highlight the historical and political implications surrounding each site, moving beyond its architectural dimension; and second, to spark a collective dialogue on questions that remain highly relevant today, connecting past memories with current social challenges.

Each theme was chosen for its capacity to prompt questions and stimulate public debate, drawing on a range of disciplines—from history and sociology to communication and civil rights. Taken together, these themes act as interpretative keys that help unpack and understand the social, cultural and political dynamics that shaped the Fascist regime—its construction of consensus and its suppression of dissent—and that, in new forms, may still emerge today. They also open up questions about the present, helping to build a critical bridge between past, present and future.



Former Arrigoni Factory – “Labour and Rights”

- What role did workers play in the resistance movement against the Fascist regime?
- What is the meaning of labour in contemporary social and political contexts?



Former Casa della Madre e del Bambino – “Family and Gender Relations”

- What was the Fascist ideological framework regarding the family, the role of women, and the rights of gender and sexual minorities?
- How do concepts of family and gender relations evolve over time?
- What is the current situation in terms of gender equality and the rights of gender and sexual minorities?



Air-Raid Shelter – “War and its Narratives”

- How and why did Fascism idealise war and promote the idea of permanent mobilisation?
- What is our relationship with war today?
- What antidotes can communities develop to prevent the risk of war?



Bust of William D'Altri – “Colonialism and the Narrative of the Other”

- What was Italian colonialism before, during and after the Fascist regime?
- What were its consequences in shaping the image of the “Other”?
- What implications does it hold for contemporary migration histories?



2.5

Local projects and strategies

The development of the Plan builds upon and enhances a set of strategies and initiatives that the Municipality of Cesena has implemented in recent years to promote the memory and history of the twentieth century—particularly the Second World War—through cultural routes, events and projects dedicated to sites of memory and dissonant heritage.

ATRIUM / In 2022, the Municipality formally joined the Council of Europe Cultural Route ATRIUM (Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory), becoming part of a wide network of European cities, universities, institutions and associations exploring the architectures of totalitarian regimes that shaped much of Europe during the central decades of the twentieth century.

Within ATRIUM, the Municipality mapped an initial series of buildings, identifying examples of Rationalist architecture constructed during the Fascist Ventennio.

AIR-RAID SHELTER / In 2023, the Municipality acquired the Viale Mazzoni Air-Raid Shelter from the State Property Agency and launched a cultural enhancement process around this symbolic site of Cesena's wartime memory. The shelter has been included in guided tours curated by the Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS, with special openings for tourists and school groups, and it played a central role in the events marking the 80th anniversary of Italy's Liberation from Nazi-Fascism.

It is currently open to the public twice a month for guided visits

CULTURAL ITINERARIES / The Tourist Office organises guided tours exploring Jewish Cesena, retracing the history of the Jewish community and the deportations.

The Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS also offers walks and guided visits on the history of the Resistance and sites of memory for schools, residents and tourists, particularly during the 20 October commemorations and throughout the year.

LANDSCAPE IN A BOX – Landscapes, Memories, Communities: 1944, the Air-

Raid Shelter / (Funded by the Emilia-Romagna Region – Call for the Promotion of 20th-Century Memory, 2024 edition)

The project involved co-designing, together with a secondary school class, a box containing ten symbolic objects linked to the shelter and its history. The box serves as an educational tool to introduce “the visitors of tomorrow” to the site.

MEMORYApp (Funded by the Emilia-Romagna Region – Call for the Promotion of 20th-Century Memory, 2023 edition)

The project developed a ten-stop cultural itinerary to explore sites of memory and twentieth-century Cesena through a web-based map enriched with multimedia materials.

Agreements with the Department of Architecture, University of Bologna

(2023 – Municipality of Cesena; 2024 – State Archives of Forlì-Cesena)

These agreements support research on the mapping, knowledge and documentation of Cesena's twentieth-century urban and architectural heritage, with a view to its protection and enhancement.

Scientific leads: Prof. Matteo Cassani Simonetti and Giulia Favaretto.

SPORT ILLUMINA

(Funded by the Ministry for Sport and Youth)

The project foresees the creation of a modular and inclusive sports space (playground) in the outdoor area of the former GIL building.

Forlì-Cesena – Candidate for Italian Capital of Culture 2028

The application dossier places strong emphasis on the heritage of the twentieth century, with particular reference to the architectural and cultural legacy of Fascism, treated as an opportunity for critical reinterpretation.

This vision aligns closely with the initiatives of the present Plan, which focuses on the enhancement of dissonant heritage, community engagement and openness to European networks—reinforcing coherence and continuity in the territory's cultural strategies.

**2.7**

The Plan: an overview

FROM PHYSICAL PLACES TO VALUES CREATING OPEN AND INCLUSIVE COMMUNITY LABORATORIES ON DISSONANT HERITAGE, DEMOCRACY AND ACTIVE CITIZENSHIP



STRATEGIC OBJECTIVE History

Collect, enhance and disseminate the history and memories linked to the Fascist regime, the Second World War and the immediate post-war period.



STRATEGIC OBJECTIVE Architecture

Raise awareness among Cesena's residents of their dissonant heritage.



STRATEGIC OBJECTIVE Ethics

Promote dialogue and civic participation on democratic values through cultural products that critically explore the dissonant heritage linked to the Fascist Ventennio.

Areas of intervention: culture, youth, social sector, schools

Areas of intervention architecture, culture, social sector, participation

Areas of intervention culture, ethics, education, participation

SPECIFIC OBJECTIVE Create the Memory Library (Memoteca) of the city of Cesena

SPECIFIC OBJECTIVE Make dissonant heritage visible and recognisable as a tool for understanding the past and prompting questions about the present.

SPECIFIC OBJECTIVE Create an interpretation centre on dissonance inside the former air-raid shelter.



<p>ACTION 1.1 Creation of a digital portal dedicated to the local history of the Municipality of Cesena, serving as an archive and a tool for clarification, providing visibility and coherence to all materials collected on local history and memory related to dissonant heritage.</p>	<p>ACTION 2.1 Creation of a critical storytelling route on dissonant heritage buildings: collecting, systematising and disseminating architectural, historical and archival materials to build a shared narrative base and support the integration of dissonant heritage and related itineraries into apps and digital platforms dedicated to local cultural dissemination (MemoryApp, Google Maps, Vivi Cesena, etc.).</p>	<p>ACTION 3.1 Creation of an immersive and interactive sound installation inside the air-raid shelter, dedicated to the history and memories of dissonant heritage, with particular attention to related themes such as war and propaganda, gender, family, labour and colonialism. The installation aims to convey information about the site's history and memories by engaging not only the cognitive dimension but also the emotional and sensory spheres. It also encourages a personal process of re-signification and contemporary interpretation of history through interactive moments that raise questions, generate productive tension and offer prompts for reflection on current issues.</p>	<p>ACTION 1.3 Implementation of annual workshops for upper secondary school students, within the PCTO (school-to-work transition) programmes, with the aim of transmitting to younger generations both skills and passion for archival research, in analogue and digital form. These workshops will also enable the collection of materials useful for producing educational podcasts dedicated to Cesena's dissonant heritage.</p>	<p>ACTION 2.3 Promotion of events and initiatives within dissonant heritage buildings to engage both the communities who use these spaces daily and the wider population of Cesena in a shared reflection on democracy and rights today.</p>	<p>ACTION 3.3 Periodic training sessions for upper-secondary school teachers, associations and tourist operators on dissonant heritage and on how to communicate and interpret it.</p>
<p>ACTION 1.2 Creation of the Memoteca of the city of Cesena, with two main functions: (1) collecting direct and indirect oral memories linked to dissonant heritage each year, through audio and video interviews; (2) disseminating these memories in an accessible and engaging way through podcasts published on the main listening platforms. The contents of the Memoteca will enrich the portal developed in Action 1.1.</p>	<p>ACTION 2.2 Implementation of permanent public art interventions aimed at making dissonant heritage recognisable, disseminating its history and memories, and promoting the re-signification and contemporary interpretation of this heritage.</p>	<p>AZIONE 3.2 Development of experiential and interactive itineraries across the city's main dissonant heritage buildings, focusing on their history, memory and the contemporary relevance of themes such as war, propaganda, labour, gender, family and colonialism. The route culminates (or begins) in the former air-raid shelter.</p>	<p>Implementation of an educational workshop dedicated to historical archives, oral memories and the air-raid shelter, adopting an innovative approach to teaching the history of the Second World War through the analysis and reinterpretation of audio-video archives, written documents and photographs related to the memories of Cesena's inhabitants who lived through the Fascist Ventennio and wartime events in the city.</p> <p>Opening of an official Municipality of Cesena channel on major podcast platforms and publication of a series of educational podcasts based on the collected memories and on the archival work carried out by students.</p>	<p>Production of the first audio-interviews with the last living witnesses of the Fascist regime.</p> <p>Implementation of an educational workshop dedicated to historical archives, oral memories and the air-raid shelter, adopting an innovative approach to teaching the history of the Second World War through the analysis and reinterpretation of audio-video archives, written documents and photographs related to the memories of Cesena's inhabitants who lived through the Fascist Ventennio and wartime events in the city.</p> <p>Opening of an official Municipality of Cesena channel on major podcast platforms and publication of a series of educational podcasts based on the collected memories and on the archival work carried out by students.</p>	<p>SMALL SCALE ACTION Presentation of the first year of research carried out by students of the Architectural Restoration Programme at the Department of Architecture, University of Bologna. The research includes the identification of archival collections and archival investigation into changes to Cesena's urban fabric during the Fascist period, with particular attention to newly constructed buildings and alterations made to existing heritage.</p> <p>Organisation of a full day of workshops and performances inside the former GIL, open to everyone, to present ARCHETHICS and one of the most significant dissonant heritage sites in the city.</p>

Actions

Objective 1 -

Collect, enhance and disseminate the history and memories linked to the Fascist regime, the Second World War and the immediate post-war period in Cesena

Create the Memoteca of the city of Cesena

Action 1.1

Collect, enhance and disseminate the history and memories linked to the Fascist regime, the Second World War and the immediate post-war period in Cesena

The action foresees the development of an interactive digital portal dedicated to the local history of the Municipality of Cesena, conceived as a tool to clarify, organise and enhance the historical and cultural heritage of the twentieth century.

The portal will systematise, structure and present existing historical and cultural materials while also producing and making new content available. The platform will offer different modes of access: a more specialised pathway for scholars and researchers, and a more accessible one for the general public, characterised by simple and engaging language. Particular attention will be given to younger generations to make local history understandable and appealing to everyone.

A multidisciplinary team will oversee the scientific accuracy of historical content and the effectiveness of communication materials to ensure they reach diverse audiences (students, people with low literacy levels, citizens with different cultural backgrounds). Content will be made available in English where possible. An essential component will be the integration of archival and digital competences to develop an advanced indexing system for the materials: by thematic tags, dates and locations, including interactive maps. This structure will allow personalised navigation, supporting both specialist research and intuitive exploration by the general public.

Target groups

- Researchers working at local and national level
- Teachers and students in lower and upper secondary schools
- University students and lecturers
- Long-standing local families
- Residents of any linguistic or cultural background who live in the city but are not familiar with its history
- Tourists

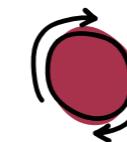
Funding sources

- Internal resources of the Municipality of Cesena
- EU direct funds (Horizon Europe / Interreg / Creative Europe)
- Regional funds dedicated to new technologies

Organic Responsible organisation and stakeholders involved

- Municipality of Cesena
- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS
- University of Bologna, Department of Architecture
- University of Bologna, Degree Programme in Computer Science and Engineering
- ANPI

How to make this action more:



Green

Use sustainable data centres
Minimise bandwidth and energy consumption through image compression
Optimise CSS and JavaScript files to reduce the portal's ecological footprint



Gender-equal

Use neutral and inclusive language that avoids reinforcing gender stereotypes and respects diverse experiences
Ensure adequate representation of women's stories and memories in the content
Guarantee gender-balanced representation within the multidisciplinary team working on the portal



Digital

Develop an interactive and accessible portal featuring maps, timelines, educational pathways and multimedia tools designed for residents, schools and younger generations
Use Open Data and ensure interoperability with digital archives and national/European cultural platforms to guarantee wide visibility and reuse of materials
Integrate QR codes installed on the physical buildings to connect the city's physical spaces with the digital portal



IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Creation of the multidisciplinary working group (history / dissemination / technology)	Work plan with roles and responsibilities	year 1	
Research on existing materials (archival documents—digital or to be digitised; online sources; existing routes)	Database of archives and online sources	year 1	External funding for expert consultants • Multidisciplinary team • Website graphic design • Copywriting • Website development
Definition of the archiving system and portal structure	Website map / architecture	months 1-6 year 2	Internal coordination staff (Municipality of Cesena)
Development of the graphic identity	Visual identity and website layout	months 7-12 year 2	Materials: hosting, communication materials
Development of the technological platform	Domain registration and technical development of the website	months 7-12 year 2	
Content development	Text production and upload of materials	months 7-12 year 2	
Communication plan	Digital and offline communication campaign	year 3	
Maintenance and updates	Link verification; continuous upload of new materials	from Year 3 onwards	Internal staff of the Municipality of Cesena



Cesena - Casa del Balilla

Azione 1.2

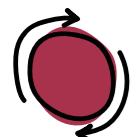
Collection and dissemination of direct and indirect memories linked to dissonant heritage

The Memoteca of the city of Cesena will have two main functions: collecting new oral memories and disseminating them in an accessible way. Each year, on the occasion of commemorative events, new audio and video testimonies will be gathered to enrich the city's heritage. These materials will be disseminated through podcasts and video interviews, published on major platforms and gathered in a dedicated thematic channel, with particular attention to engaging younger generations.

In addition to new interviews, the Memoteca will be enriched through the digitisation and preservation of existing collections (e.g., materials from ANPI and Mara Valdinosi), securing magnetic media at risk of deterioration and consolidating everything into a single digital archive.

The project also includes the possibility of photographing and cataloguing original objects from the period, both to enrich the online archive and to create temporary exhibitions in significant spaces—such as the former air-raid shelter—turning the Memoteca into a dynamic place of shared memory.

How to make this action more:



Green: Design a lightweight and optimised interface to reduce data usage and energy consumption; use sustainable data centres.



Gender equal: Dedicate part of the podcast production to the stories and experiences of women and gender minorities, adopting a multi-ethnic perspective; ensure diverse representation in testimonies and narratives.

Target groups

- Older adults and elderly people who are direct witnesses, whose historical memory is at risk of being lost
- Younger generations attending primary, lower and upper secondary schools
- Researchers
- Residents of Cesena

Funding sources

- EU direct funds (Horizon Europe / Interreg / Creative Europe / Erasmus+)
- Regional funds dedicated to new technologies
- Regional call for participation
- Regional call Memory of the Twentieth Century
- The Municipality of Cesena is a partner in a Horizon Europe project expected to finance the Memoteca (result expected in early 2026)

Responsible organisation and stakeholders involved

- Municipality of Cesena
- Association "Cesena di una Volta"
- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS
- Deina Aps
- Contra srls
- Loool srl
- Residential care homes and associations of elderly people.



Digital: Use multimedia tools (audio, video, photographs) integrated with interactive maps and timelines; disseminate podcasts through digital platforms and QR codes placed on memory sites, connecting physical space with digital storytelling.

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Creation of a multidisciplinary working group (history / dissemination / technology / gender)	Work plan with roles and responsibilities	months 1-6 year 1	External funding for consultancy
Definition of methods for collecting and archiving memories integrated into the portal (linked to Action 2.1)	Structured methodology for memory collection (open call, mapping of witnesses, crowdmapping)	months 1-6 year 1	Multidisciplinary team <ul style="list-style-type: none"> • Audio and video interview production • Editing and post-production • Graphic design and communication Internal coordination staff from the Municipality of Cesena
Collection of the first set of memories, starting with the oldest witnesses; editing and podcast creation	Edited and published audio or video testimonies	months 6-12 year 1	
Publication and promotion across selected distribution channels (analog and digital)	Published materials and promotional activities	months 1-6 year 2	
Implementation of an annual system for collecting memories	Management plan outlining objectives, responsibilities and annual budget allocation	months 1-6 year 2	Municipality of Cesena – Department of Culture Annual budget allocation
Maintenance and dissemination	Fully functioning and widely known website	from month 1 of year 2 onwards	Municipality of Cesena – Department of Culture

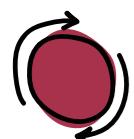
Azione 1.3

Archival research workshops and podcast production

Annual workshops will be organised for lower and upper secondary school students, within the framework of PCTO (school-work transition programmes). The aim is to transmit to younger generations both skills and passion for archival research, in analogue and digital form.

At the same time, the workshops will allow the collection of materials useful for producing educational podcasts dedicated to Cesena's dissonant heritage.

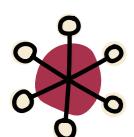
How to make this action more:



Green: Prioritise digital tools during workshops to reduce the use of disposable materials; when physical materials are necessary, use recycled and sustainably sourced resources.



Gender equal: train facilitators to use inclusive language that avoids reinforcing gender stereotypes; encourage gender balance in the distribution of roles and responsibilities within research groups, ensuring leadership roles do not fall disproportionately to any one gender; ensure that testimonies, collected stories and topics explored reflect gender equality, including the experiences of women, men and non-binary people.



Digital: integrate innovative digital research tools such as online databases, digitised archives and content-analysis software; train students in the responsible use of audio/video recording technologies and editing tools; develop skills in podcast production using open-source software and digital distribution platforms, ensuring accessibility and ease of sharing.

Target

- Students from lower and upper secondary schools involved in PCTO pathways.

Funding sources

- Internal resources of the Municipality of Cesena
- EU direct funding (Erasmus+)
- Ministry of Education funding
- Regional calls dedicated to new technologies

Responsible organisation and stakeholders involved

- Municipality of Cesena
- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS
- Deina Aps
- Contra srls
- Residential care homes and associations of elderly people

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Design of the workshops	Definition of contents and teaching methodology	months 1–9, year 1	External consultancy for experts in archival studies and historical dissemination
Selection and training of participants	Identification of participating school groups	months 1–9, year 1	Digital teaching materials; meetings with teachers and students
Delivery of the workshops	Archival research activities, digitisation and material analysis	month 10, year 1 – month 2, year 2	Access to historical archives; digitisation software
Podcast production and editing	Creation of podcast episodes on dissonant heritage	months 3–4, year 2	External consultancy for audio-video production experts
Podcast dissemination	Publication on the Municipality's digital platforms (Objective 1) and public presentation	months 4 year 2 (25 April)	Municipality of Cesena – Communication Office; online distribution channels; public events
The activities will follow the same annual cycle in subsequent years.			

Risks and mitigation strategies – Objective 1

The development of the actions foreseen under Objective 1 entails several potential challenges, which were already identified by ULG members during the participatory process. Addressing them from the outset will help build a more robust and sustainable process.

Lack of adequate indexing

Risk: without close collaboration between historians/archivists and IT specialists, there is a risk of creating an incoherent archive that is difficult to consult and poorly accessible.

Mitigation: establish a technical working group from the start, bringing together historical, archival and IT expertise to define cataloguing criteria, metadata standards and user-friendly consultation methods.

Excessive expansion and uncontrolled proliferation

Risk: the collection of materials and memories may become too broad and unmanageable, reducing the overall effectiveness of the project.

Mitigation: set clear priorities and selection criteria (thematic, chronological, qualitative), focusing on essential elements. Introduce progressive phases of expansion to ensure order and coherence as the archive grows.

Anachronism

Risk: drawing overly immediate parallels between past and present may oversimplify historical complexity or force historical interpretation through contemporary lenses.

Mitigation: approach the past using the tools of historical research and the present through social and cultural analysis, maintaining an open dialogue without forced overlaps. Provide training sessions for content contributors to ensure sensitivity and rigour in the approach.

In summary, a sound methodological framework, strong interdisciplinary coordination and careful content management are the key tools for reducing risks and transforming the collected heritage into a truly accessible resource capable of generating critical knowledge.

R/16



aerea del vecchio stabilimento della Società Arrigoni

Actions

Objective 2 – Raise awareness among residents and visitors of Cesena's dissonant heritage

Make dissonant heritage visible and recognisable as a tool for understanding the past and as a platform for generating questions about the present and about democratic values.



Action 2.1

Storytelling on buildings and dissemination

This action foresees the creation of a critical and educational storytelling pathway centred on the buildings that constitute the city's dissonant heritage. The pathway will draw on three main sources: historical research promoted by the Historical Institute of the Resistance and the Contemporary Age; archival and urban research conducted by the Department of Architecture of the University of Bologna; narrative reinterpretation developed in collaboration with cultural associations and communication professionals.

The aim is to transform scientific research into accessible content for the wider public, capable of stimulating critical reflection.

The materials produced will not stand alone but will serve as the content base for other actions in the Plan: in particular, the implementation of permanent public art interventions (Action 2.2) and the organisation of events within the buildings (Action 2.3), which will draw on the texts, images, narratives and interpretative sheets already developed. In this way, research becomes the engine of a shared narrative that connects history, architecture and community, providing the public with tools to understand the meaning of the places and the democratic values they evoke today.

The materials will also form the basis for integrating dissonant heritage and related itineraries into digital apps and platforms dedicated to local cultural dissemination (MemoryApp, Google Maps, Vivi Cesena, etc.).

Target groups

- Students from the Degree Programme in Architecture at the University of Bologna
- Researchers in 20th-century history and memory
- Residents of Cesena interested in local history
- Broader audiences taking part in events and experiential routes

Funding sources

- Internal resources of the Municipality of Cesena
- EU direct funding (Horizon Europe, Creative Europe)
- National and regional calls dedicated to memory and cultural heritage
- Regional funds for the promotion of 20th-century heritage

Responsible organisation and stakeholders involved

- Municipality of Cesena
- University of Bologna, Department of Architecture (scientific lead)
- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS (Istoreco) (scientific lead)
- State Archives
- Cultural associations and dissemination professionals
- ATRIUM Cultural Route

How to make this action more:



Green: reduce the use of printed materials by prioritising digital platforms; use low-impact servers and sustainable hosting solutions;



Gender equal: include gender perspectives and the stories of women and minorities in the narratives, avoiding stereotypes and expanding the range of voices represented;



Digital: develop online-accessible interpretative sheets and multimedia content (audio, video, maps, timelines); release materials as open data for schools and citizens; integrate QR codes on buildings linking directly to digital content.

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Definition of the interdisciplinary working group (historians, architects, communication experts)	Shared work plan	months 1–6 of year 1	Municipality of Cesena, UNIBO Architecture Dept., Istoreco, Associations, possible external experts
Collection and systematisation of historical and archival research	Summary dossier and raw materials	year 1	UNIBO lecturers and students, archivists
Narrative and dissemination-oriented re-elaboration of materials	Narrative sheets, dissemination texts, multimedia materials	year 2	Communication team, cultural associations
Online publication and connection with the digital portal (Action 1.1) + integration in existing apps	Digital archive accessible to the public	year 2	Municipality of Cesena + potential external resource
Use of content as basis for Actions 2.2 and 2.3	Content integrated into installations and itineraries	from year 2 onwards	Action 3.2 and 3.3 leads

The action may be implemented across multiple biennial cycles, each focusing on one or two buildings/themes

Action 2.2

Public art interventions to make Cesena's dissonant heritage visible and legible

This action foresees the creation of a series of public art interventions in and around the buildings and spaces that make up Cesena's dissonant heritage, with the aim of making them visible, recognisable and capable of stimulating critical reflection on both past and present. These interventions will not be conceived as isolated actions: they will draw inspiration from the storytelling developed in Action 2.1, ensuring historical coherence and a strong narrative grounding.

Each intervention will be co-designed together with the communities who use and inhabit these buildings on a daily basis, transforming the collected historical and narrative materials into artistic languages accessible to a broad and diverse audience. In this way, public art becomes a visual and multimedia translation device for the storytelling, capable of bringing new life to urban spaces and strengthening the sense of shared belonging.

All interventions should adhere to the following criteria:

Recognisability: interventions must be carried out without altering buildings protected by the Superintendence for Archaeology, Fine Arts and Landscape, using non-invasive techniques such as sound mapping, video mapping, horizontal signage and three-dimensional supports, ensuring integration with the existing architecture.

Community involvement: design processes will actively engage the communities living or working in the targeted buildings, making each intervention more meaningful and socially and culturally grounded.

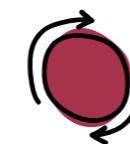
Universal accessibility: interventions will be designed to speak to everyone, prompting questions and reflections through visual and multimedia languages capable of reaching heterogeneous audiences, including young people and non-experts.

Narration of memories: each intervention will aim to narrate the stories and memories connected to the buildings and their themes, bringing to light often forgotten or overlooked aspects of the past.

Stimulating reflection: every artwork will encourage critical reflection on themes that remain relevant today, fostering questions and discussions about the relationship between past and present.

Public interaction: wherever possible, interventions will incorporate forms of interaction with the public, encouraging active participation in reflection and storytelling.

How to make this action more:



Green: prioritise digital communication; use low-impact materials for any installations; ensure plastic-free opening events;



Gender equal: promote gender balance in the selection of artists, ensuring fair representation of diverse artistic voices;



Digital: use multimedia technologies (video mapping, sound mapping, QR codes) for non-invasive interventions; document and disseminate outputs online; ensure digital accessibility through multilingual and subtitled content.

Target groups

- People who use or inhabit the buildings daily
- People who regularly pass by these buildings
- Upper secondary school students

Funding sources

- EU direct funding (Creative Europe)
- Ministry of Culture calls
- Regional calls dedicated to performing arts / cultural events

Responsible organisation and stakeholders involved

- Municipality of Cesena (lead organisation)
- Ad Astra APS
- Contra srls
- UniRadio

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Definition of specifications and selection of the artistic direction	Artistic direction appointed	year 1	External resources for: artistic direction, artists' fees, inauguration events, digital platform and supports. Internal coordination staff from the Municipality of Cesena
Co-design of artworks with local communities, based on the storytelling (Action 2.1)	Participatory artistic projects	year 2	Artistic direction + local communities
Creation and inauguration of the first artworks	2 artworks completed	years 2-3	Artists' fees, technical services
Digital dissemination and maintenance	Multimedia documentation	year 2	Municipality of Cesena + cultural partners

Action 2.3

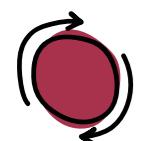
Promotion and organisation of events in dissonant heritage buildings

This action foresees the organisation of cultural events inside buildings that form part of Cesena's dissonant heritage. These events will serve as moments of dissemination, reflection and collective dialogue. They will draw on the content and storytelling developed in Action 2.1, ensuring a coherent and unified narrative that connects historical and architectural research with accessible cultural formats.

Activities may take different forms—theatre performances, concerts, screenings, talks, temporary exhibitions—and will bring the storytelling of these buildings to the public, transforming it into lived experiences of active citizenship. In this way, the events become a tool to engage communities, young people and visitors, strengthening collective awareness and the cultural use of urban spaces.

The action is not limited to a single event but envisages a flexible, multi-year calendar, which may include more concentrated moments (up to the possibility of a thematic festival) if organisational and financial conditions allow.

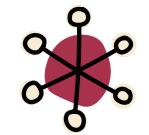
How to make this action more:



Green: promote low-impact events (plastic-free, recyclable materials, sustainable mobility for audiences and artists);



Gender equal: ensure balanced representation of voices and perspectives, both among artists and in the themes presented;



Digital: document and disseminate events through podcasts, videos and multimedia content accessible online.

Target groups

- Communities who use these buildings daily (students and teachers at Liceo Righi, associations, service users)
- Residents of Cesena with limited interest in local memory
- Young people and university students
- Audiences from outside the city: cultural tourism visitors, out-of-town students

Funding sources

- EU direct funding (Creative Europe, CERV)
- Ministry of Culture calls
- Regional calls dedicated to performing arts / cultural events
- Local sponsorships and partnerships with cultural institutions
- Internal resources of the Municipality of Cesena

Responsible organisation and stakeholders involved

- Municipality of Cesena (lead organisation)
- Local theatre and music associations/companies (Alchemico Tre, Compagnia Fuori Scena APS)
- University of Bologna – Department of Architecture
- Historical Institute of the Resistance and the Contemporary Age of Forlì-Cesena ETS
- Local radio and media (UniRadio, Radio Contra)

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Collection of information on buildings: analysis of possible uses, assessment of constraints and required authorisations (Heritage Authority, safety, accessibility), identification of suitable spaces	Technical vademecum on buildings usable for events	year 1	Internal municipal resources + technical consultancy
Establishment of the artistic and organisational coordination group	Guidelines and selection of cultural partners	year 1	Internal municipal resources + possible external assignment
Programming of the first cycle of events	Calendar of 2-3 events in different buildings	years 2	Artists' fees, technical services, communication
Pilot implementation of events	150 people involved	year 2	Resources for logistics, communication, volunteers
Evaluation and feedback collection	Report with participation indicators and perceived quality	year 2	Internal coordination resources
Consolidation and expansion	Annual programme of events + possible thematic festival	from year 3	European/national funding schemes, sponsorships

Risks and Mitigation Strategies – Objective 2

Objective 2, focused on the architectural and narrative enhancement of dissonant heritage, presents several potential risks that should be addressed from the outset to ensure effectiveness and long-term sustainability.

Loss of interest or discontinuity from the leading institution

Risk: political turnover, shifting priorities or excessive workload for municipal staff may reduce the level of attention and commitment required, slowing down or interrupting the process.

Mitigation: build a broad and plural governance structure involving not only the municipal administration but also universities, research institutes, cultural associations and the wider civic community. This distributes responsibility and reduces vulnerability to political changes. Establishing multi-year agreements and formal collaboration protocols further supports continuity across administrative cycles.

Aestheticisation

Risk: the public art interventions (Action 2.2) may risk becoming purely aesthetic operations, losing their connection to the historical and critical dimension.

Mitigation: ensure that each intervention is directly linked to the storytelling produced under Action 2.1, and accompany artistic design with continuous dialogue with historians and local communities.

Limited community participation

Risk: residents, students, young people and individuals with migrant backgrounds may not feel involved, resulting in a narrow or unrepresentative audience.

Mitigation: activate participatory processes from the beginning, including co-design approaches and targeted cultural and linguistic mediation strategies to broaden participation.

Ideological polarisation

Risk: the interpretation and valorisation of buildings linked to the Fascist period may generate conflicting views or political instrumentalisation.

Mitigation: guarantee scientific supervision by accredited institutions (Institute of the Resistance, Universities, ATRIUM), maintain a multi-perspective approach and ensure spaces for pluralistic debate.

Technical and bureaucratic constraints

Risk: interventions in protected buildings or public spaces may encounter obstacles related to authorisations, safety requirements and accessibility constraints.

Mitigation: establish early dialogue with the relevant municipal offices and the Heritage Authority, integrating these steps into project planning.

In this way, Objective 2 not only anticipates and mitigates the main risks, but also transforms them into opportunities to strengthen the scientific, artistic and participatory quality of the entire process.



Actions:

Objective 3 – Promote civic dialogue and participation on democratic values through cultural outputs that critically explore dissonant heritage linked to the Fascist Ventennio

Create an Interpretation Centre for Dissonance inside the former air-raid shelter

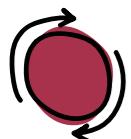


Action 3.1

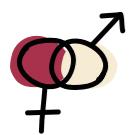
Creation of an installation inside the former air-raid shelter

The action foresees the development of an immersive and interactive video/sound installation inside the former air-raid shelter, dedicated to the history and memories associated with dissonant heritage. Particular attention will be given to the themes intrinsically linked to these sites—war, the immediate post-war period, propaganda, gender, family, labour and colonialism. The installation aims to preserve the shelter exactly as it was when originally built, while simultaneously offering visitors a layered experience that communicates history and memory on both cognitive and emotional levels. The interactive elements will invite visitors to question, react and engage, triggering moments of reflection, dissonance and personal re-interpretation. They will also propose contemporary parallels, encouraging dialogue on how the issues explored continue to resonate today. The installation will be designed to offer a non-linear and ever-changing experience, allowing for multiple visits and autonomous exploration.

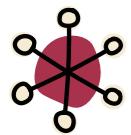
How to make this action more:



Green: minimise the use of physical materials by prioritising digital solutions; use recycled or biodegradable components and lightweight structures for any physical elements; preserve the integrity of the space without invasive alterations.



Gender equal: include marginalised voices (women, gender minorities, groups historically excluded from official memory); encourage reflections on identity, power and gender roles, drawing parallels between past and present.



Digital: employ video, sound and interactive digital technologies to activate memory as a living, emotional and participatory experience.

Target groups

- Lower and upper secondary schools of the Province of Forlì-Cesena
- Residents of Cesena interested in the topics addressed
- Residents not initially interested in the topics addressed
- Cultural tourists, occasional visitors

Funding sources

- EU direct funds (Creative Europe / Horizon Europe)
- Ministry of Culture grants
- Urban regeneration / restoration grants
- Regional calls for performing arts / cultural events
- Municipal resources

Responsible organisation and stakeholders involved

- Municipality of Cesena
- Institute for the History of the Resistance and Contemporary Age (Forlì-Cesena)
- University of Bologna – Department of Architecture
- Local associations

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Definition of parameters and constraints for the design and public use of the installation	Technical and management guidelines for design, use and visitor access	months 1–6 year 1	Internal resource from the Municipality of Cesena – technical support
Creation of the installation concept through a working group composed of: <ul style="list-style-type: none"> • experts in history and memory, identifying key contents and archival materials (testimonies, documents, visuals) drawing from Action 2.1 • professionals with expertise in public communication and interactive storytelling • an artists' collective (audio/video) capable of designing the immersive experience • a company able to develop the required software and hardware 	Competent working group established and executive project of the installation	months 6–12 year 1	Municipality of Cesena – coordination
Realisation of the installation, assembly and purchase of hardware components	Installation completed	months 6–12 year 2	Budget for external assignments
Communication and public launch of the installation	Communication strategy, coordinated visual identity, digital and printed communication materials	months 1–6 year 3	External communication agency Printing and sponsorships Municipality – Communication Office and Culture Office
Ordinary management	Regular public openings; installation used and appreciated	from month 6 year 3	Human resources for openings and organisational support Annual budget for maintenance and cleaning Communication and marketing

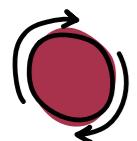
Action 3.2

Development of experiential itineraries to explore dissonant heritage

The action consists of a series of experiential and interactive itineraries that connect the main buildings of the city's dissonant heritage, focusing on their history, memory, and the contemporary relevance of themes such as war, propaganda, labour, gender, family and colonialism. The route culminates (or begins) at the former air-raid shelter.

The itinerary is not a traditional guided tour but an active experience in which participants are invited to interact with spaces, archival documents and multimedia content—through sounds, images, narratives and moments of critical reflection. Each stop provides tools for reinterpreting the heritage, linking past and present through questions, comparisons and choices to be made along the path. The objective is to transform dissonant heritage into a living space for dialogue and awareness, reaching a wide and diverse audience.

How to make this action more:



Green: outdoor routes, lightweight and reversible installations, QR codes for digital content, promotion of sustainable mobility;



Gender equal: inclusion of marginalised voices and interactive reflections on identity and power, linking gender to labour, family and colonialism;



Digital: interactive memory tools, multimedia content, augmented-reality features, personalised routes and active participant engagement.

Target groups

- Lower and upper secondary schools in the Province of Forlì-Cesena
- Students from outside Cesena enrolled at the University of Bologna's local campuses (welcome kit for approx. 1,000 students)
- Residents interested in the themes
- Residents not initially interested in the themes
- Cultural tourism, occasional visitors

Funding sources

- EU direct funds (Creative Europe / Horizon Europe)
- Ministry of Culture calls
- Regional calls for performing arts / cultural events
- Municipal resources

Responsible organisation and stakeholders involved

- Municipality of Cesena (lead)
- Institute for the History of the Resistance and Contemporary Age of Forlì-Cesena (Istoreco)
- Local associations
- atrium Cultural Route

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Interdisciplinary working group: history / dissemination / technology	Draft of four itineraries; development of one itinerary; a competent and cohesive working group	months 1–6 year 1	External consultants for itinerary development; Internal coordination staff from the Municipality of Cesena
Beta testing of the first itinerary and feedback collection	Engagement of 100 participants	months 7–8–9 year 2	Organisational support for pilot testing
Refinement of the itinerary based on feedback	Itinerary 1	month 10 year 2	Internal coordination team
Communication and dissemination	Communication campaign; promotional materials; dedicated webpage on the Municipality's website	month 10 year 2	External communication agency; digital and print materials; Internal communication team
Development of the second itinerary	Itinerary 3	year 4	External consultants for itinerary development; Internal coordination staff from the Municipality of Cesena
Development of the fourth itinerary	Itinerary 4	year 5	External consultants for itinerary development; Internal coordination staff from the Municipality of Cesena
Ordinary management	Organisational support; maintenance; communication and marketing	from month 10 year 2 onwards	Municipality of Cesena: Communication Office, Culture Office, IAT (Tourism Information Office)

Action 3.3

Periodic Training on Dissonant Heritage and How to Narrate It

This action includes the organisation of periodic training sessions addressed to teachers of lower and upper secondary schools, cultural associations and local tourism operators. The goal is to provide methodological tools and content to approach dissonant heritage in an effective and accessible way, turning it into an opportunity for critical reflection and active engagement.

This action also serves as a dissemination mechanism for the outputs of Actions **1.2, 1.3, 2.3 and 3.2**

The training pathways will explore:

- The history of dissonant heritage, with a focus on architectural features, local narratives and collective memories.
- Methods of public dissemination, with particular attention to communicating with heterogeneous audiences (students, visitors, residents).
- Engagement strategies to make the narration of heritage interactive, participatory and capable of stimulating public debate.

Participants will receive access to teaching materials, digital resources and experiential guided visits to test the approaches presented throughout the sessions.

How to make this action more:



Green: use digital materials and low-impact venues for training sessions;



Gender equal: ensure a balanced and inclusive range of perspectives and narratives;



Digital: develop online and hybrid-access content and create digital e-toolkits for wider dissemination.

Target groups

- Teachers in lower and upper secondary schools
- Cultural and community associations
- Tourism operators and local guides

Funding sources

- Internal resources of the Municipality of Cesena
- Direct European funds (Creative Europe / Erasmus+ / CERV)
- Ministry of Culture grants
- Regional calls for integrated tourism development

Responsible organisation and stakeholders involved

- Municipality of Cesena
- Union of Municipalities of Valle Savio
- Institute for the History of the Resistance and Contemporary Age of Forlì-Cesena (Istoreco)
- University of Bologna – Department of Architecture
- Local associations active in the enhancement of historical memory
- Local cultural and tourism operators

IMPLEMENTATION STEPS	OUTPUT	TIMING	RESOURCES
Co-design of the training with target groups and tourism office	Needs analysis and definition of content and methodology	months 1–6 year 1	Experts in education and history, tourism office staff, teachers and local guides
First edition of the course	3 pilot sessions, 50 participants involved	months 7–12 year 1	External trainers, teaching materials, organisational support, training promotion
Feedback and improvement	Impact assessment and adjustment of the format	year 2	Experts in education and history
Second edition	5 sessions, 100 participants involved	months 1–6 year 2	External trainers, teaching materials, organisational support, training promotion
Ordinary management	Annual training programme consolidated	following years	External trainers, teaching materials, organisational support, training promotion

Risks and Mitigation Strategies – Objective 3

The third strategic objective—focused on developing innovative and immersive cultural products—presents several specific challenges that must be considered from the outset to ensure quality and long-term sustainability.

Imbalance between informative and experiential components

Risk: the immersive installation in the former air-raid shelter (Action 3.1) may prioritise the experiential dimension at the expense of historical content, limiting the transmission of key information.

Mitigation: ensure a balanced integration of emotional and informational elements by combining multiple layers of engagement (experiential, educational, scientific), thus guaranteeing both public involvement and historical accuracy.

Balancing informational supports with respect for the original space

Risk: the inclusion of panels or physical supports may alter the authentic perception of the shelter.

Mitigation: use discreet communication solutions (removable totems, digital supports such as QR codes or apps, audio guides) that provide information without permanently altering the space.

Hardware challenges linked to the shelter's microclimate

Risk: humidity and fluctuating temperatures may compromise the functioning and durability of multimedia equipment.

Mitigation: select technologies designed for difficult environments (humidity-resistant materials, protective casings) and establish a periodic maintenance plan.

Long-term financial and operational sustainability

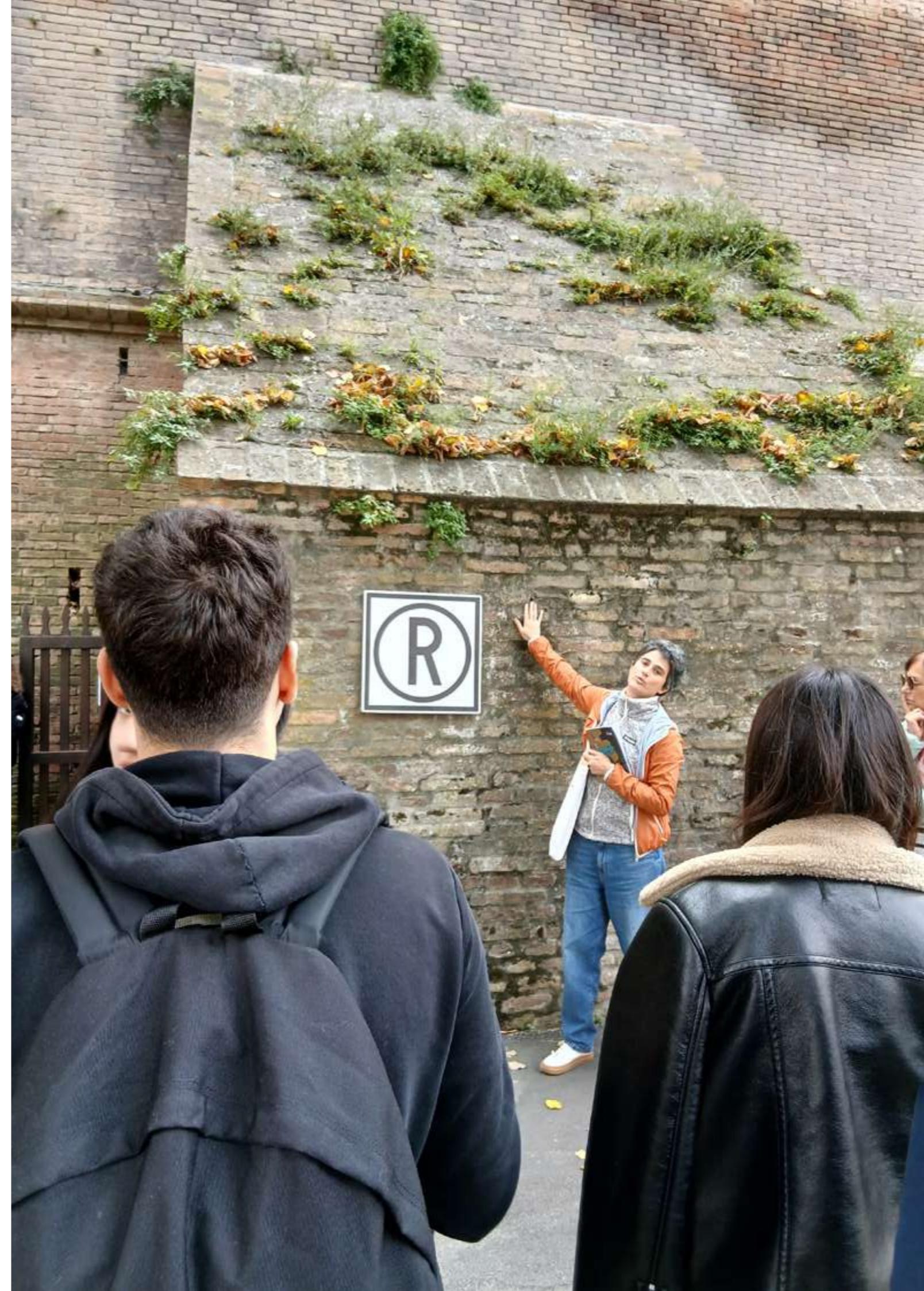
Risk: immersive installations require technological updates and ongoing resources for management.

Mitigation: develop a multi-year management plan that includes maintenance costs and staff training, while promoting partnerships that support shared responsibility and co-financing.



Testing the Method: the Small Scale Actions

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A fundamental role in the development of the Plan was played by the Small Scale Actions, small-scale initiatives implemented in Cesena to **test in advance the principles and strategic objectives** of the Integrated Action Plan.

These actions made it possible to experiment with innovative methods of cultural engagement and of valorising dissonant heritage, generating concrete opportunities for public participation.

The initiatives ranged from performative arts to university research, from educational programmes to digital productions.

"HIT OUT" / Theatre performance inside the former GIL building as part of FUME Festival (FUTURE MEmory), curated by ALCHEMICO TRE

FUME, the theatre and performing arts festival curated by ALCHEMICO TRE and now in its sixth edition, intersected with ARCHETHICS by hosting the performance **HIT OUT** on Wednesday 10 September 2025 in the former GIL gymnasium. The choreographic and musical project by the collective Parini Secondo, in collaboration with producer Bienoise, placed at the centre of the performance the skipping rope, used as a percussive element to manifest embodied rhythms within the space.

Through the language of the performing arts, one of the project's dissonant buildings was reactivated and transformed into a space for dialogue with the community, sparking a reflection on everyday spaces, on the places we inhabit, move through and live in.

The performance generated a collective question: **what relationship exists between theatre and the urban environment?**

The strong public interest and the themes explored through the Festival demonstrated how the encounter between the arts and new languages is a powerful tool for rediscovering this heritage and making it visible, alive and meaningful.



"Cesena 1944: Women and Men Facing War" / Critical interpretation workshop at the Air-Raid Shelter, curated by Deina APS and Contra

A workshop for upper secondary schools designed as an educational tool to introduce students to one of Cesena's key memory sites, linked to the 1944 bombings and the advance of the front.

The workshop explored the theme of civilians in armed conflicts—an issue of strong contemporary relevance—while restoring historical depth and complexity.

The experience also tested an **experimental sound landscape** inside the shelter, curated by Contra.

On 20 October 2025, for the 81st anniversary of Cesena's Liberation, Deina APS piloted the workshop with a class from the "Versari-Macrelli" State Vocational Institute.

The 90-minute itinerary covered several significant locations—from Piazzetta Cesenati del 1377 to the Rocca Malatestiana, past the WWI memorial plaque and finally to the air-raid shelter—offering activities and reflections on armed conflicts, civilian protection and the evolution of human rights.

Students' feedback highlighted:

- positive assessment of duration and structure;
- engaging activities and explanations;
- need to make the stop at the WWI memorial more interactive;
- difficulty focusing on the informational panels at the shelter entrance, due to the strong sensory impact and curiosity evoked by the space itself.

Overall, the workshop proved effective even with a non-academic school group, thanks to clarity, experiential methods and emotional engagement.

Educational workshop on historical archives and oral memories, curated by Deina APS and Contra

This workshop involved a class from the "Versari-Macrelli" Institute with the aim of exploring World War II history through an innovative approach using **audio-video archives**, in collaboration with ANPI Cesena and the Historical Institute of the Province of Forlì-Cesena, alongside written documents and photographs of Cesenati who lived through Fascism and the war years.

The workshop included interactive sessions on:

- the role and value of oral sources and interviews in historical research;
- how to analyse historical material;
- creative re-elaboration of archival content using testimonies and student reflections.

Students listened to selected testimonies from the Municipal Historical Archive and recorded their own reactions and reflections.

These voices were later integrated into the creation of **podcasts**, published on a dedicated Spotify channel together with the voices of direct witnesses.

"Memoteca of the City of Cesena – A community listening across past, present and future"

Curated by Fabio Ricci and Contra

Through the test actions, it was possible to initiate the process of creating the **Memoteca**, a digital archive collecting the stories and memories of Cesenati: testimonies from WWII survivors, archival materials, photographs, letters, urban routes, and new cultural products designed for inclusive and creative dissemination.

The pilot phase included audio and video interviews with five direct witnesses conducted by experts from the Historical Institute, to contextualise individual memories within a broader historiographical framework.

These testimonies fed into the creation of teaser videos and a 10-episode podcast series, blending archival voices with student contributions.

The test demonstrated:

- the effectiveness of combining multiple languages and voices;
- the need for resources to build a dedicated interface and platform;
- the central importance of participatory processes in creating meaningful content.

"Cesena During the Ventennio. Architecture and the City. A Research Hypothesis"

Curated by the University of Bologna – Degree Programme in Architecture and Restoration

Students from the History and Restoration course carried out a systematic collection and organisation of archival material on Cesena's urban and architectural heritage from the Fascist period, as part of a broader mapping of the twentieth-century city.

The research highlighted both individual buildings and the urban transformations of the era.

The first results were presented publicly on **14 May 2025**, demonstrating the dual importance of:

- archival research as a basis for valorising dissonant heritage;
- dissemination and public engagement as essential components of cultural interpretation.

These activities had a twofold effect: on the one hand, they made it possible to test the Plan's capacity to activate diverse networks and languages; on the other, they helped make the project's vision of transformation visible and tangible to the people of Cesena.



And Now? Looking Ahead

#5



5.1

Monitoring and Evaluation System

The Integrated Action Plan includes a streamlined monitoring system designed to be both sustainable and effective in tracking progress and assessing the achievement of expected results. The system is conceived as a tool for collective learning and continuous improvement.

Tools

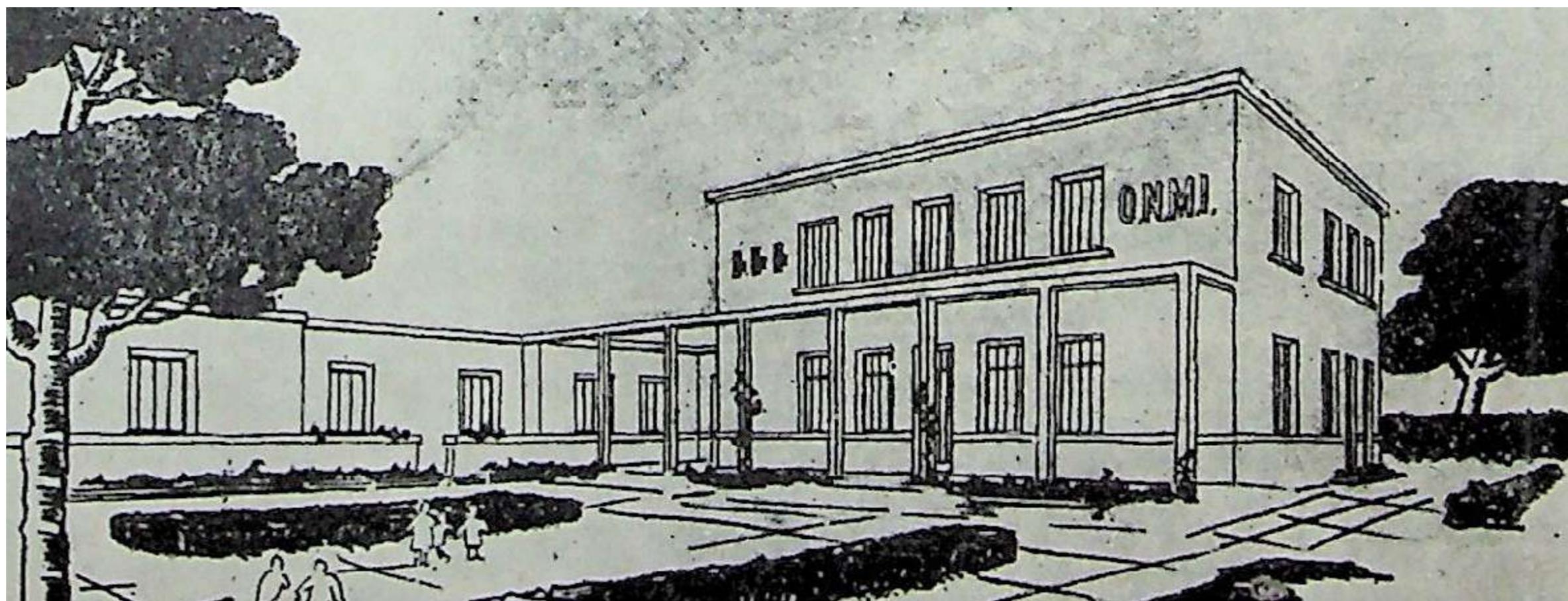
Periodic meetings with the Local Support Group may be convened to collectively discuss not only the progress made in implementing the actions but also the results achieved and any emerging challenges. These moments will allow for proposing adjustments, additions or new project ideas.

Short questionnaires or online forms addressed to students, teachers, associations and residents involved in the activities will serve as useful tools to monitor the impact and effectiveness of the actions, while also keeping public interest alive around these themes.

Indicators

To support the monitoring process, a set of output indicators (what is directly produced by the actions) and outcome indicators (expected medium-term changes) has been identified and organised by strategic objective

Strategic Objective	Output Indicators	Outcome Indicators
1 – History	Number of podcasts, interviews, workshops and materials collected/digitised	Increased historical awareness among students and residents (pre/post surveys)
2 – Architecture	Number of “dissonant” buildings/places signposted; number of installations created; number of guided tours or educational visits organised	Increased recognition of dissonant heritage within the community
3 – Ethics	Number of events, installations and training activities delivered; number of participants involved	Greater civic participation and dialogue on democratic values (qualitative and quantitative feedback)



5.2

Communication and Dissemination Plan

Communication is a key tool to ensure that the Integrated Action Plan is known, shared and embraced by the local community, while also contributing to the broader European debate on dissonant heritage.

Local communication strategies

The Municipality of Cesena will use its official channels—website, social media, newsletter, press office and municipal web TV—to inform the identified audiences about the planned activities and events. These tools will be complemented by traditional media (local press, radio, posters) and by a wider communication network activated through ULG members, who will disseminate the project's content within their own communities (associations, schools, universities, cultural centres, local media). Alongside these information tools, the project will also make use of innovative digital formats:

- **podcasts and audio content** collecting memories, testimonies and insights, already tested successfully through the "City Memoteca";
- **short videos and interviews** for social media, using formats accessible to younger audiences;
- **digital platforms** (MemoryApp, Google Maps, ViviCesena) to embed routes and buildings within the city's cultural and tourist communication.

Role of local actors

Members of the Local Support Group will play an active role as communication multipliers: schools, universities, cultural associations, youth groups, local media and institutions will contribute to disseminating the project's content through their own channels and languages. Communication will therefore not be merely top-down: it will emerge from a plurality of voices and platforms, fostering proximity and inclusion.

Dissemination at European and international level

To share the project's experience with other cities, the Municipality will participate in international events promoted by URBACT and by the ATRIUM Cultural Route, publish results on institutional and European platforms, and translate the most relevant materials into English.

Podcasts and multimedia products will also be made available to international partners, becoming replicable tools easily accessible beyond the local context.

In this way, the Integrated Action Plan will not only support local heritage valorisation but also become a concrete contribution to the European and international reflection on the role of dissonant heritage as a laboratory for democracy.



CONCLUSIONS

#6

The Integrated Action Plan of Cesena is the result of a collective process involving institutions, schools, universities, associations, residents and cultural actors gathered within the ULG. This process has shown how dissonant heritage—despite its complexity—can become a fertile ground for dialogue, reflection and shared growth.

The value of the Plan lies not only in its proposed actions but above all in its method: open dialogue, active community participation and the European dimension guaranteed by the URBACT programme and the ATRIUM network. As lead partner of the URBACT ARCHETHICS project, Cesena has had the opportunity to guide and coordinate an international exchange, collecting experiences that strengthen the city's capacity to critically interpret the past and translate it into democratic practices for the present.

The Plan is not an endpoint but a working platform from which to activate new projects, access resources and continue to valorise the places and memories of the 20th century as tools for active citizenship. Its sustainability will depend on the community's willingness to keep the network alive: each actor involved in the ULG is called to nurture this process, making it an integral part of the city's cultural and civic life. Managing relationships (networking) among those who contribute to the project and among similar initiatives at local and European level, ensuring the dissemination of information (marketing) to attract an increasingly broad audience of collaborators and participants, and maintaining careful project management with regard to future developments are all important and complex tasks requiring ongoing attention and care.

Finally, Cesena looks beyond its borders: the results and experiences developed through this process will be shared with other Italian and European cities, strengthening the connection with the ATRIUM Cultural Route of the Council of Europe and contributing to an international debate on dissonant heritage as a space for democracy, memory and participation. In this perspective, the city is also committed to targeted dissemination of its research and territorial communication at European level, with the aim of building transnational communities of thought and fostering greater mutual understanding and valorisation of dissonant heritage across Europe.

Credits

Municipality of Cesena

Camillo Acerbi – Councillor for Culture
 Elisabetta Bovero – Director, Department of Culture and Malatestiana Library
 Stefania Rovereti – Culture Office
 Sofia Burioli – European Projects Office

Casa del Cuculo Cooperative

Elena Salvucci – Casa del Cuculo Cooperative
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 Mattia Brighi – Municipality of Cesena, Urban Planning Office
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 Claudia Castellucci – ATRIUM
 Fabiola Crudeli – Compagnia Fuori Scena APS
 Michele Di Giacomo – Alchemico Tre APS
 Tommaso Di Nicola – Deina APS
 Andrea B. Farabegoli – EU Master in Managing Arts and Cultural Heritage in Global Markets
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 Giulia Foschi – Ad Astra APS
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Graphic design by Giulia Raczek

Reading Suggestions

Curated by Andrea Farabegoli

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