



PROJECT

“ON THE WAY OF CAROLINGIANS” ©

INTERNATIONAL RESEARCH INSTITUTE FOR ARCHAEOLOGY AND ETHNOLOGY

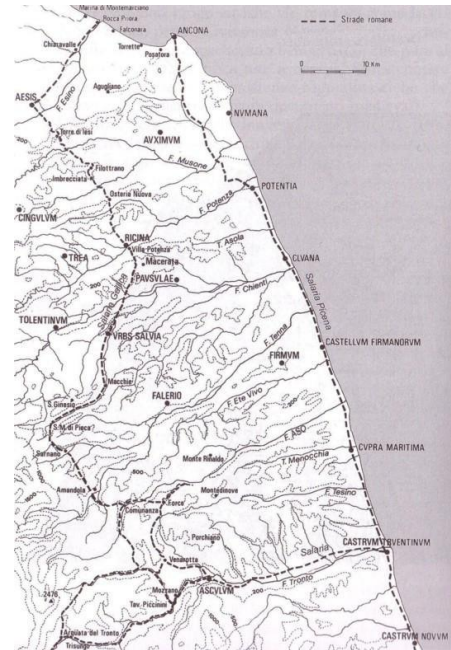
FOREWORD

Scientific research, both archaeological and historical, has shown that the **center of Italy**, and especially the area of the **Marche Region**, was definitely affected by the **Franco-Carolingian presence**. The lack of an organic search, however, not allowed so far, to understand the real magnitude of this presence.

Nevertheless, the architectural elements, the symbols and some particular cultural, cuisine and language traditions of the area suggest that **this presence has not been so sparse**.

This field of activity fits perfectly with the multidisciplinary structure of IRIAE, which counts among her members various professionals, including **archaeologists, historians, ethnologists, photographers, documentary makers etc.**

The IRIAE, in 2014, established an **IRIAE Marche Office**, which will manage the project and be a reference point for research and institutional contacts on behalf of the **Central IRIAE Ethnological Office** whose manager, **Maria Vassileva**, lies precisely in the Marche Region.



THE RESEARCH PROJECT

The project has among its main objectives the **ethnographic mapping and cataloging of the Carolingians traces** found in the Marche region and the analysis of the fundamental stages of "The Way of Carolingians"©. It is, therefore, an interdisciplinary analysis that will have as object of study not only the medium-sized towns like Fano, Ancona and Senigallia, but also small settlements on the Adriatic coast and inland, as Montemarciano, Corridonia, San Claudio, San Severino Marche and San Ginesio.

The analysis of "The Way of Carolingians"© will be based on a careful examination of historical sources in relation to archaeological finds survived in the Marche after more than a thousand years and the results of interviews with the natives.

We do not exclude the possibility, if it should be identified an archaeological site, to request permission to carry out excavations *ex novo*.

The chronological and philological reconstruction, object of the Project, will be the result of a long and careful activity: search for literary sources of the examined historical period, ethnographic collection of Marche oral culture, examination of architectural and sculptural remains of the Carolingian and pre-Carolingian period, verification of existing routes in the studied historical period by maps and inventories of the Roman and early medieval period, comparing the latest historiographical thesis, geographical and geological studies aimed at the determination of possible changes of the territory (man-made matrix and not).

THE TOURISM DEVELOPMENT PROJECT

Marche Region is, without a doubt, one of the richest and most beautiful regions of Italy, not only in terms of cultural history but also environmental, food and wine.

Unfortunately, however, the tourism policies of the central and local government have not particularly favored it.

Tourism is not adequately developed and the region is not considered one of the main tourist destinations, while having all the credentials to impress the Italian and foreign visitor with its uniqueness.

The project "The Way of the Carolingians"© can also be a **catalyst for the development of tourism** in the region. From research can be born a thematic route able to become a brand. Retrace the steps of the Carolingian presence, visit the places that characterize the historical context means making a journey through time from the incomparable charm. The route, then, will include environmental havens in the region and will not fail chapter on culinary literacy.

The project will be advertised in Italy and abroad through the prolific IRIAE channels with the aim to inspire in users the irresistible curiosity to discover the Marche Region along "The Way of the Carolingians"© which, as already mentioned, it would become a real brand.

The project has, behind it, **virtuous "case histories"**. The most important is "**The Route of the Phoenicians**" that showing conclusive evidence about the Phoenician presence in Puglia, it generated a considerable tourist development.

"The Way of the Carolingians"© is considered an **"evolution of the species"**, because it start from an even stronger scientific basis and with much more structured media prerogatives.

JOB OPPORTUNITY FOR LOCALS

Another key point for IRIAE is creating real new **job opportunities**. It is statutory regulation and ethics of the Institute that of **not being "mercenaries" of the research**. Anywhere in the world, the Institute commencing new surveys and studies, they must leave something tangible to the host territory.

"The Way of the Carolingian"© will favor the **emergence of networking** between different realities that will come, thus, in a common system of **tourist welcome 'theme'**. Managers of hotels, guest houses and restaurants will be trained so that they become the protagonists of the project as ambassadors of it.

It will be promoted the formation of **local guides** can take to hand the tourist to accompany him on a journey into the past, making him a unique experience.

CNTACTS AND INFO

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