

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Purchase of computer panels, furniture, projection
equipment and museum instruments for the Castle

Almansa City

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE: PURCHASE OF COMPUTER PANELS, FURNITURE, VISUAL PROJECTION EQUIPMENT AND MUSEOGRAPHIC INSTRUMENTS FOR CASTLE MUSEALIZATION

ALMANSA TOWN HALL (ALBACETE)

Action promoted by Almansa City Council has been Almansa's Castle Musealization.

Action has taken place in different parts of Almansa Castle. Firstly, as fundamental basis of entire action, a museographic itinerary has been created to incorporate different locations and parts of the Museum. Project has allow a complete analysis of this tourist asset highlining the following lines of work:

- Geographic context from a historical point of view
- Historical and archeological context of Almansa Plain
- Almansa Castle historical and archeological background
- Documentary, material and iconographic interpretation

This castle musealization priority was to highlight two great moments that Almansa Castle had between the 12th and 15th centuries, as well as the evolution of Cerro del Águila since the beginning of the first settlement.

Main result obtained with this action has been to create a study and conservation space and show it to visitors so that the Castle and its history are known.

Total action cost has been 158,250 euros, of which 80% has been co-financed by the European Union thanks to the European Regional Development Fund (ERDF): 126,600 euros.



1. E Role of FEDER in this action has been appropriately disseminated among beneficiaries, potential beneficiaries and general public.

Actions to communicate this operation have been:

Permanent plate:



ACTION HAS HIS OWN WEBSITE SECTION:



Action has been spread on social networks:



Local TV ad:

Se realizó un spot publicitario que se emitió durante el mes de mayo de 2022. Durante dos semanas de campaña se emitió el spot de 20 segundos de duración en un total de 15 piezas alcanzando un total de 2.971.000 impactos.



Micro-video for Social Networks:



[LINK TO VIDEO](#)

Spots on regional radio "Onda Cero":

Six spots have been created for national radio on days: April 25, 26, 27, 28, 29 and May 1, 7 and 8 with 20 seconds each

2. Action incorporates innovative elements

Castle musealization has meant introduction of New Technologies, which has given a new dimension and concept to Castle visits. This project is a good practice on how to combine technological innovation with the more traditional part in the musealization of a unique heritage element. For example, the exhibition of siege machines located in the castle garden area has been created by introducing innovative technological elements, enriching the experience of anyone who visits it. In this way, the Castle has been transformed into a historical interpretation theme park, a pioneer initiative at a regional level.

3. Adequacy of the results obtained to the established objectives:

The DUSI Strategy proposed as one of its three main challenges to achieve the city modernization and be able to innovate relying on new technologies applied to local resources management. To achieve this challenge, a broad set of objectives were proposed, among which stood out promotion of cultural (and natural) conservation and cultural (and natural) enhancement of Almansa resources to promote city tourism revitalization.

To achieve this, several lines of work were established, such as conservation and rehabilitation of historical heritage, development and promotion of tourist assets, digitalization of cultural heritage as well as investments in small-scale tourist infrastructure.

This action responds to challenges and objectives set since the musealization of Almansa Castle has contributed not only to the enhancement of one of its most important heritage elements, but has also contributed to diversifying the city's tourist offer, managing to promote a typology of tourism based on culture. Taking into account that the tourism sector is relevant for Almansa, this project has managed to contribute to energizing the sector and attracting a new type of visitor, more interested in unique cultural and heritage elements.

Thanks to this intervention, it has been possible to increase the number of people who visit the city of Almansa as a result of the attractiveness of its historical and cultural heritage, and especially its Castle.

4. Contribution to the resolution of a problem or weakness detected in the territorial scope of execution:

From the design of the Strategy, the need to energize the rich cultural and historical heritage of the city was identified. There is a considerable number of buildings classified as Assets of Cultural Interest, in addition to multiple elements such as historical buildings, sites and historical landscapes that also stand out for their importance. Of all the historical and cultural resources, the most important is Almansa Castle.

Its geographical location also makes it a very visible element, which contributes to identifying it as a main tourist attraction. Therefore, it was logical and pertinent to act on this cultural resource. Castle musealization has managed to increase the number of planned visits by increasing attraction and interest in cultural heritage.

5. Target population high coverage

With this action, it has been possible to attract both the resident population and visitors. Thanks to the museumization of the Castle, it has been possible to transmit values and historical messages typical of Almansa, which has contributed to giving greater value to resident lives, so it can be said that the action has benefited the entire population, around 24,224 people. But not only has it benefited the resident population, but it has also been a highly positive experience for all the people who visit the Castle. Therefore, it can be stated that this action offers a high degree of coverage.

6. Consideration of equal opportunities and non discrimination horizontal criteria, as well as social responsibility and environmental sustainability.

This action is consistent with non-discrimination horizontal criteria, gender equality and sustainable development.

Regarding the criterion of non-discrimination, the museumization of the Castle contributes to the improvement of basic services provision aimed at most vulnerable groups, to the extent that it will also be applicable during activities beneficiaries selection processes. to be carried out within the operation framework of criteria related to participants family and work situation. In addition, all those issues necessary to comply with current regulations on accessibility are addressed, such as Royal Legislative Decree 1/2013, of November 29, which approves the Revised Text of the General Law on Access Rights, people with disabilities and their social inclusion.

Regarding the criterion of gender equality, the action prioritizes the use of non-sexist language in all information devices and items used. Likewise, all the actions have been undertaken taking into account energy efficiency criteria.

7. Action has synergies with other public intervention policies and instruments

One of the main synergies of this action occurs with the Special Plan for the Conservation and Improvement of the Historical Complex of Almansa dated 1991. The main objective of this Special Plan was to stop degradation of the original nucleus and establish recovery measures for urban fabric, as well as its uses and activities. Within the framework of this plan, the basic and execution project for consolidation and recovery of Almansa Castle was approved in 2015. This has been a decisive investment for the city.

Action has also been part of a line of investments at small-scale tourist infrastructure whose main objective was Almansa cultural heritage conservation, protection, promotion and, with special interest in those elements of tourist interest such as Almansa Castle.

In this way, castle musealization has been accompanied by other actions such as the hiring of a documentary historian in charge of defining and synthesizing the interpretive contents established in the museological project.

At the same time, this action has an integrative nature with other operations of DUSI Almansa Impulsa Strategy. Thus, this action has also been accompanied by the creation of a Footwear Museum. This second museum houses pieces, tools and machinery used for the manufacture of footwear, interactive explanatory panels, screening of documentaries, etc. It has a capacity for 50 people and has contributed significantly to generating tourist interest around footwear. All these actions contribute to the conservation of Almansa cultural, historical and artistic heritage. All of this has a considerable impact on tourism, as it highlights the city's heritage with one of its main assets: Almansa Castle.



Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional