

Dive in the Past!

AR Leaflet

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Creating personalized dry dive experiences
for the promotion of Mediterranean
Underwater Cultural Heritage sites
as distinctive tourism destinations



Install the MeDryDive
AR Leaflet application
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App Store.



Co - funded
by COSME programme
of the European Union

What is MeDryDive?

MeDryDive is an EU co-financed project under COSME Programme which works on the design of a new transnational thematic tourism product with Underwater Cultural Heritage (UCH) in Greece, Italy, Croatia and Montenegro as main tourism attractions.

Our mission:

MeDryDive wants to stimulate people's interest on Med/EU Underwater Cultural Heritage and diving through the creation of "Dry Dive" apps (AR apps, serious games, videos). The Apps developed within MeDryDive will allow the accessibility of all people to MED UCH sites, divers and non-divers, and will enrich the experience for tourists.

What we do?

MeDryDive integrates ICT/CCI applications (Augmented Reality apps/photos/videos/3D models/serious games) into the development of a new transnational thematic tourism product, called "Dive in the Past". The tourism product will include combination of packages among MED countries/destinations with main attraction the Accessible Underwater Cultural Heritage sites. "Dive in the Past" will target divers and non-divers from around the world with a great replication potential.

Main outputs:

- The design of "Dive in the Past" tourism product
- The development of a "Dry Dive" serious game
- The development of Augmented Reality (AR) and Virtual reality (VR) apps that enrich the experience of tourists (both divers and non-divers) and stimulate their interest in Med/EU Underwater Heritage, and
- The creation of a promotional video of the diving activities available in the Mediterranean UCH pilot sites.

Project info:

Project duration: 24 months
Call ID: COS-TOURSYN-2018-3-01
Project Coordinator: MAZI Events & Travel LTD
Partners & Countries involved: 7 partners from 5 countries
EU Contribution: 397,348 EUR

Dry Dive virtual tools for download



Serious game



Promotional videos



Virtual Reality (VR)
Cardboard app



Augmented Reality (AR)
Leaflet app

Mare Nostrum

Mare Nostrum was the name given to the Mediterranean Sea by the ancient Romans. A silent witness of human life in the Old Continent, an eternal keeper of treasures and tales. Millions of great and small stories lie hidden in its deep and shallow waters; stories of brave journeys, sailors and merchants, mighty civilizations that rose and fell, opulent cities razed in gruesome wars.

Stories like the sinking of the Oreste and its heroic crew in World War Two, or the cruel fate of the Gnalić, a witness of the Venetian commercial power during the 16th century; or yet another story, the opulent Baiae, a favourite location for the amusement of Roman Emperors; or the secrets of the shipwreck in Peristera, in Greece, with its thousands of amphorae.

Use the map to explore the information we have collected on MeDryDive underwater cultural heritage sites.



Alonissos, shipwreck of Peristera, Greece

The shipwreck of Peristera, lies 22-28 meters below sea level, near Alonnisos Island. Alonnisos has a rich underwater natural habitat and is also one of the refuges of the monk seal. No remains of the ship itself are visible on the seabed, as they were probably destroyed by marine erosion and sea life. However, its rich cargo, thousands of wine amphorae, is beautifully scattered on the seabed in an area of about 300 square meters and provides us with valuable information about navigation and maritime trade during the Classical Age. The Peristera wreck is the first Accessible Underwater Cultural Heritage Site in Greece to be visited by recreational divers and can be considered as the first Greek Underwater Museum. Peristera, in Greece, with its thousands of amphorae.





Underwater Archaeological Park of Baia, Italy

In Roman times the city of Baiae, close to Puteoli (Pozzuoli), at that time the largest commercial port of Rome, captivated the aristocracy, becoming a place of luxury and power, an icon of style. Here, senators, merchants and even Emperors built their sumptuous villas, adorned with marbles and mosaics, gardens and fountains, thermal spas or baths; places of relax but also a testament of wealth and political power. As in the case of the Villa with Protiro entrance: its large remains with beautiful mosaics, marble flooring and thermae can be found today on the sea bottom at about 5 meters deep.



Gnalić, Croatia

The shipwreck of Gnalić, not far from the coastal town of Biograd na Moru, in Central Dalmatia (Croatia), is one of the most significant post-medieval shipwreck sites in the Mediterranean. The ship sunk at Gnalić in early November 1583, loaded with precious cargo shipped from Venice to Constantinople. Found in the late 1960s, it raised a large public interest for the richness of its finds, mirror of the Renaissance World. Indeed, recent archival research has yielded hundreds of documents revealing the exciting history of the ship and its rich political, economic, cultural and historical context.



Gnalić
Gnalić

MeDryDive pilot sites

Oreste shipwreck, Trsteno, Montenegro

Oreste was built in 1896 in Stokton, England, and sailed high and low across the Sea under the name of "Moorby". When sold to the Italian Navy, it was renamed "Oreste", the name of the Greek hero who killed his mother Clytemnestra to avenge his father's murder. The large cargo ship sunk in 1942 in the Trsteno bay, along the shores of Montenegro, broken into two parts, perhaps after hitting a mine. Laying on the bottom of the sea at 20 meters deep, today Oreste is one of the most popular diving sites in Montenegro.



Dive in the Past in pilot sites

Dive in the Past is a transnational thematic tourist product concept that combines diving and non-diving activities. It is designed to attract visitors from all over the world to:

- Enjoy beautiful underwater landscapes
- Form connections and discover culture through digital activities and applications
- Try diving, snorkeling and many more sea activities
- Experience the Mediterranean Accessible Underwater Cultural Heritage Sites

Dive in the Past

The sites included in Dive in the Past are of high archaeological value and historical interest and they cover a broad time range, from ancient, classical and roman era to historic and more recent time periods will target divers and non-divers from around the world with a great replication potential.

16

Unique itineraries
available

2

Countries in a 7
day trip

4

Destinations

4

Thematic packages

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“This leaflet was funded by the European Union’s COSME Programme.”

“ There are some fictional characters and events in the video that are not considered part of the recorded history of the MeDryDive pilot sites.”

The material featured on this leaflet, has been provided by the following bodies:

Italy:

Underwater footage: **Sergio Riccardo**

Diving Services: **Centro Sub Campi Flegrei**

Permission to use data: **Parco Archeologico Campi Flegrei**

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Montenegro:

Underwater videos are made by **Dusan Tadic, Janez Kranjc, Milan Kulisic.**

Photos are taken out from the same video as mentioned above.

Drone video is made by **Stevo Popovic, Dusan Tadic.**

Greece:

Permission to use data: **Ministry of Culture and Sports, Ephorate of Underwater Antiquities (EUA)**

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2) **Y. Issaris, Public visiting Persitera’s shipwreck during the weekend 6 & 7 April 2019, MCS-EUA**

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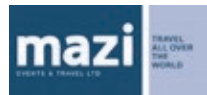
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