

## Projet 12

# European Common Roots Hippocrates Project Italie

## 4<sup>ème</sup> Prix du Développement Durable Touristique 2004

contact [icsociety@tin.it](mailto:icsociety@tin.it)

# **EUROPEAN COMMON ROOTS HIPPOCRATES PROJECT**

## **THE FUTURE OF MEMORY IN THE MEDITERRANEAN AREA**

The project intends to move according to the following guidelines:

- a) to find artistic, historical, social and scientific links between the different Countries which lever on the collective imaginary in order to create a particular itinerary to enhance “off the beaten track” areas of various Countries or to in-depth analyse certain aspects or increase market potential through strengthening logistic and communication structures as well as communications and services networks managed on site by local young people after a training course;
- b) to train young people from participating Countries on both cultural themes linked to the established itinerary and on the multimedia possibilities to use in order to make the itinerary itself usable. The itinerary realised by young people through digital material will see its first use for the realisation of a video which can be presented to the press, tourist operators, representatives from small and medium-sized enterprises in order to create a series of possibilities of economic interventions which could go from simple travel and lodging facilitations to the need to find suitable venues to put the structures for the services connected as well as the verification and increase of telecommunications to guarantee its use on the spot of all the information connected to the project and in continuous expansion.
- c) to create an Internet site in more languages so that both the project and the services connected and anything cultural and operational added from time to time to the project can be seen and used.

The Hippocrates project will be made visible through a video realisation – accompanied by a pamphlet – which can be used to promote a debate on the quality of life, on tourism, culture and art through a journey which links time and space with reference to traditions up to date.

For this reason the scientific Association I.C.S., in charge of the project coordination, will manage the film realisation through a proper team consisting of young people between 16 and 18 years old of various nationalities interested in the project, properly selected and after an internship which makes them eligible to the use of multimedia technologies and equipment. These professional skills can then be used by young people to find a job.

The project, which will use innovative and flexible technologies, will allow the realisation of the product in real time on the part of the team as a proof that today there are leading technologies that allow to realise products ideal for the needs of documentation, teaching and training.

From here the passage from high cost professional technologies to consumer friendly technologies at reasonable prices to realise reference models.

The itineraries, once realised, will be disseminated above all in those places interested in their strengthening such as national and international educational institutions, national bodies and tourist agencies, sectors connected to public and private transport bodies, to Internet sites, papers and periodicals dealing with different themes highlighted in the itineraries. We expect a “return” consisting of collaboration proposals to make the itineraries more competitive also from an economic point of view.

Everything can be seen in a proper Internet site in expansion both with links relevant to cultural and scientific themes such as historical, scientific and cultural museums and to the business which can be developed through a cooperation of small and medium-sized enterprises of services connected.

The project will be implemented through the following phases:

First phase - Research in the Countries involved in order to get those elements for the definitive project and the detailed draft of the project itself.

Second phase - Selection of university students and training internship on the themes of research and multimedia technologies useful to the realisation of shots.

Third phase - Shots in the places interested and video production.

Fourth phase: Organisation for the video presentation also through the use of Videoconference.

Fifth phase - Internet site implementation and dissemination of videos and selection of collaboration proposals on the part of public and private bodies and small and medium-sized businesses.

## **From Magna Graecia to Kos in Hippocrates' footprints**

### Introduction and objectives

The project aims at a cooperation between Italy and Greece for the realisation of a videofilm which intends to give a constructive contribution to the knowledge between European peoples and help the integration understanding progress between the peoples themselves going back to the historical roots of the common European identities.

In this particular case the unifying element consists of medicine history and more exactly of Hippocrates' stay in Magna Graecia and of the dissemination of his teaching.

### The proposal

These are the following themes to be developed in the video to which other topics can be added at the discretion of collaborating bodies in Greece:

- Hippocrates and culture in the Mediterranean area;
- Ostia Antica – Rome: the finding of Hippocrates' bust and the Museum;
- Itinerary from Ostia Antica through Magna Graecia up to Brindisi;
- The sea and islands of the Mediterranean up to Kos;
- The Hippocratic thought directly from the places where it was developed: the isle of Kos;
- Hippocrates' oath in the annual ceremony in Kos.

The itinerary will be realised through a journey by land and by sea according to the general scheduled phases

As regards Italy, since the film shots will start from the Museum of Ostia Antica where Hippocrates' bust is and since some students belonging to the 13<sup>th</sup> Municipality of Comune di Roma participated in the presentation of the initiative held on 1 October 2004 in the Sala del Castello of Julius II, in Ostia Antica, the students from high schools of the 13<sup>th</sup> Municipality of Rome aged between 16 and 20 submit their works according to procedures which will be made known.

A proper jury - made up of the Superintendent for Archaeological Heritage of Ostia, a Representative of 13<sup>th</sup> Municipality of Comune di Roma and director Franco Tuba – helped by other experts, will select those candidates meeting the requirements.

The realisation of the video will start next spring in 2005.