

LA CENTOMIGLIA

WHEN NATURE AND CULTURE MEET EACH OTHER

A CASE STUDY ABOUT CULTURAL HERITAGE & MEDIA ENHANCEMENT



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13.12.2017
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Natural heritage



Cultural heritage

MIXED CULTURAL AND NATURAL HERITAGE

Natural heritage

- Delineated area rich of natural features
- Natural site
- Outstanding universal value in terms of natural beauty

Cultural heritage

- Combined work of man and nature
- Memory and shared history from generation to generation
- Uniqueness and distinctiveness
- Outstanding universal value in terms of historical and aesthetic beauty



DESCRIPTION

First edition of the *Centomiglia* was the 8th-9th September 1951 launched by Circolo Vela Gargnano located in the province of Brescia in Lombardy.



Etymology and concept inspired by the

Mille Miglia



The idea behind it ...

- Creation of something unique and distinctive: a high speed race on water, or better said, on fresh water
- “Una grande regata oceanica in miniatura” (Eugenio Ruocco, Centomila Magazine 9/10 settembre 2017, p. 22)
- DNA = everyone can participate, everyone has the same rules (respect of regulation parameters)
- Cohesion of a collective soul and research soul → CONSTANT RESEARCH FOR HIGH SPEED SAIL BOATS



RACE ITINERARY



(7-8 SEPTEMBER 2013)

In the past ...



(7-8 SEPTEMBER 2013)

Centomiglia

MultiCento

Bogliaco
Arco
Torbole
Brenzone
Bogliaco
Desenzano
Bogliaco

Arco Torbole

Brenzone

Bogliaco

CLASSI

- Open + 0
- Gruppo 1
- Gruppo 2
- Pluriscafi
- *Multihulls*

Desenzano

Today ...



- **Visibility in the most attractive localities of the territory**
- **Compensation of categories (maintaining a sort of DEMOCRACY)**
- **Viability because of other races and even problematic borderline with Trentino**
- **Dependence from partners at disposal**

Who is the target community?

- Overall community of the Lake Garda: sailors and citizens
- Athletes and researchers from abroad in particular Germans, Swiss, French, Austrian, Hungarian
- The greatest international input has been due to the introduction of revolutionary boats brought by the new Zealander Bruce Farr



Grifo Zero 30, 1980

JUSTIFICATION

MATERIAL AND IMMATERIAL ITEMS



Storytelling: main boats that made history



Cassiopea vincitrice della 25ª edizione della Centomiglia

1951-1980: Classiche



1951-1980: Rennjolle



1951-1980: Falcon
(Settembre, Blu Falcon)



1980-2017: Classe Libera



1980-2017: Classe Libera (Asso 99)



1980-2017: Multiscafo (Catamarans)



Exposition



and ...



Centomiglia Remake, in acqua barche a vela d'epoca

Scritto da: redazione GardaPost

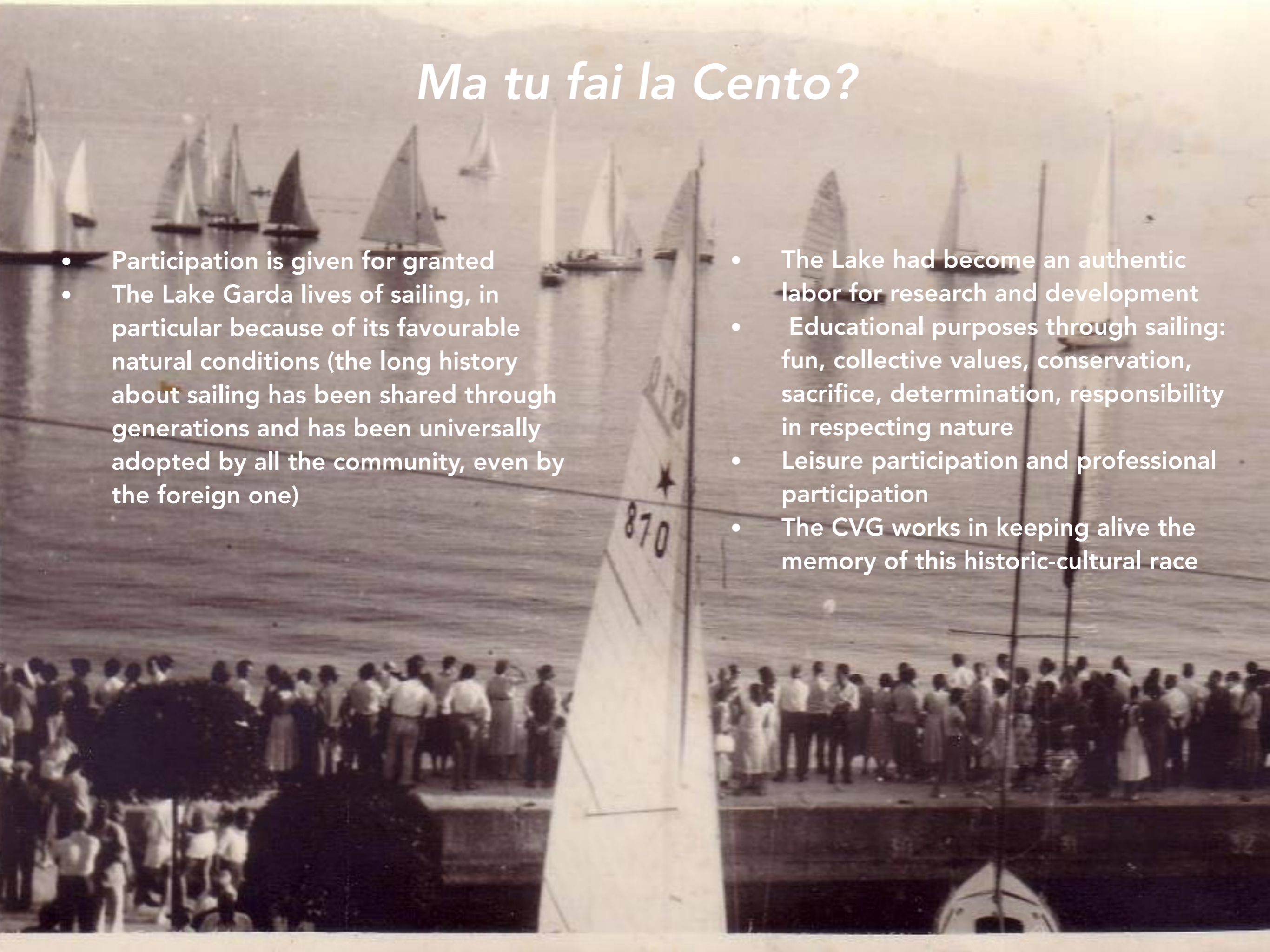
2017/06/26 5:32 PM



Ma tu fai la Cento?

- Participation is given for granted
- The Lake Garda lives of sailing, in particular because of its favourable natural conditions (the long history about sailing has been shared through generations and has been universally adopted by all the community, even by the foreign one)

- The Lake had become an authentic labor for research and development
- Educational purposes through sailing: fun, collective values, conservation, sacrifice, determination, responsibility in respecting nature
- Leisure participation and professional participation
- The CVG works in keeping alive the memory of this historic-cultural race



MEDIA ENHANCEMENT

- CVG web site <http://www.centomiglia.it>

- Live-streaming <http://www.teletutto.it>

- Narration on the web through different pages of blogs, magazines etc.
<http://www.saily.it>, <http://www.lanotizia.it/velaregate.htm>, and many others...

- Narration through essays and books

Luciano Mainardi, *Centomiglia. Il Garda nella vela italiana*, Ugo Mursia Editore, 1975.

Sandro Pellegrini, *Centomiglia 50 anni di vela*, Circolo Vela Gargnano, 2000.

And many others...

—————> High overall user engagement

—————> High overall spreadability (most of all concerning collaborative production of events)



Circolo Vela
Gargnano -
Centomiglia
@circolovelagargnano

- Home
- Informazioni
- Foto
- Eventi
- Recensioni
- Video
- Post
- Community
- [Crea una Pagina](#)



Mi piace Segui Consigli

Invia un messaggio

Club sportivo a Gargnano
4,6 ★★★★★

Comunità [Nostri tutti](#)

- Invita i tuoi amici a mettere "Mi piace" a questa Pagina
- Place a 1872 persone
- Seguito da 1001 persone
- Mario Bellini Charlet ha messo "Mi piace" a questo luogo oppure ha effettuato la registrazione qui



Centomiglia
@Centomiglia

La più importante regala d'acqua dolce dal mondo

Circolo Vela Gargnano
centomiglia.it
Joined July 2011
49 Photos and videos

Tweets 361 Following 29 Followers 231 [Follow](#)

Centomiglia @Centomiglia · 18 Apr 2018
48th European Championships 2018 in Barcelona on April 14 - 16, 2018
48euros2018.eapsailing.com/gwt/home.html?...
[Retweet](#) [Reply](#) [Like](#)

Centomiglia @Centomiglia · 17 May 2015
VELA: IL TROFEO TIGNALE
Ses0.html(\$description)
gjomaidlibracla.it
[Retweet](#) [Reply](#) [Like](#)

Centomiglia @Centomiglia · 17 May 2015
VELA: IL TROFEO TIGNALE via @GdB_it
[Retweet](#) [Reply](#) [Like](#)

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You may also like

- Fraglia Vela Riva** @fraglavelariva
- SVN** @radiovelanet
- Circolo Vela Torbole** @CVTorbole
- BAILY.IT** @sailbyvela

USER ENGAGEMENT
AND SPREADABILITY
ON SOCIAL NETWORKS



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Circolo Vela Gargnano Centomiglia Channel

116 subscribers

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2017 CV Gargnano-Lago di Garda - Da Agostino a

11 views • 1 week ago



La Vela come Inclusione Sociale

32 views • 2 months ago



Emilio Martinelli 4 - Passaggio a Bogliaco

154 views • 3 months ago



Emilio Martinelli 3 - primo sole 67Centomiglia ore 14,30

88 views • 3 months ago



Emilio Martinelli 2 - aggiornamento

113 views • 3 months ago



SUPPLIERS PARTNERS



I NOSTRI PARTNERS

con il contributo di



TOP PARTNERS



	Bol d'Or Mirabaud	Kekszalag	Centomiglia	Rund Um Bodensee
Lac	Lac Léman	Lac Balaton	Lac de Garde	Lac de Constance
Pays	 Suisse	 Hongrie	 Italie	 Allemagne
Club organisateur	Société Nautique de Genève	Balatonfüred Yacht Club	Circolo Vela Gargnano	Lindauer Segler Club
Création	1939	1934	1951	1951
				
Distance	123km	155km	118km	100km
Participation moyenne	500 bateaux	550 bateaux	200 bateaux	350 bateaux
Temps record	5h01	7h13	6h05	4h41
Période	Deuxième ou troisième samedi de juin – En 2017, le 17 juin	Juillet (date choisie selon la pleine lune) – En 2017, le 7 juillet	Début septembre – En 2017, le 9 septembre	Début juin – En 2017, le 15 juin
				
Ouverture de la compétition aux multicoques	1980 (la première fois qu'un multicoque a été classé)	2014 (jusqu'à là, ils n'étaient autorisés qu'un en sur deux)	Autorisés depuis toujours	2007
Particularité	Grande course populaire, le EOM a aussi toujours été une plateforme technologique remarquable	Le lac Balaton est très peu profond, ce qui ajoute un défi à cette régata qui se court chaque année un jeudi de juillet, la date étant fixée selon la lune	Le lac de Garde est réputé pour son thermique très soutenu, ce qui provoque des conditions musclées	Le départ de la Rund Um est donné chaque année un vendredi en fin de journée, ce qui complique la navigation, puisque la compétition se termine de nuit
Site web	www.boldormirabaud.ch	www.kekszalag.hu	www.centomiglia.it	rundum.lsc.de

INTERNATIONAL DIMENSION

EAST LOMBARDY
EUROPEAN REGION OF GASTRONOMY

PROGETTO ERG TERRITORIO ENOGASTRONOMIA MANGIARE E DORMIRE COSA FARE CHI SIAMO

TUTTO IL FASCINO DELLA CENTOMIGLIA

Sul lago di Garda la regata più lunga e longeva

UNIVERSITÀ DEL SALENTO
DIPARTIMENTO DI INGEGNERIA MECCANICA E INDUSTRIALE

SISTEMA di SEDUTA per BARCA A VELA PARALIMPICA

SKUD 18

GREENANDBLUE

TREKKING CYCLING WATER SPORTS AREAS IT EN DE

EXPLORE MAGNIFICENT SEASIDE, RIVERS AND MORE THAN

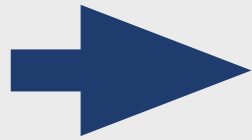
100 LAKES

TREKKING CYCLING WATER SPORTS



DISCUSSION POINTS

- The research soul may have won over the collective one
- Some athletes that compete with smaller boats feel disappointed, decrease of engagement under common citizens
- The evolution of the race has been very impressive and the one of the community as well (target evolution)
- Age of crisis and high investments have led to a decrease even in foreign participants



Even though, people are generally still confident and believe in both souls of the race

POTENTIAL SOLUTIONS

- Using resources in the best way in order to gain the confidence of lost people back
- Motivating people DIRECTLY (active involvement of the single communities in order to improve also participation on land)
- Deeper promotion of the REMAKE (focusing on the creation of two dimension of the race, in order to satisfy all expectations and maintaining memory alive)
- Recreating the vision of the race as a manifestation, a part from competition
- Caring about engagement of all localities. Investing in the promotion of a boat category representing one district (giving a collective identity)
- Enhance focus on attractive promotion of the race on the web (Working on high quality and emotional videos, photo galleries and narrative)

A scenic landscape photograph capturing a sunset over a large body of water. The sky transitions from a deep blue at the top to a warm orange and red near the horizon. A thin crescent moon is visible in the upper left quadrant. Silhouetted mountains and a small island are visible in the distance, and the foreground shows the dark outlines of buildings and trees.

THANK YOU

SOURCES

INTERVIEWS

CVG (Francesco Capuccini, Sandro Pellegrini)

Athletes (Albino Fravezzi, Oscar Tonoli, Matteo Pilati, Miko Benamati)

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26 October 2016

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<http://www.saily.it>

<http://www.lanotizia.it/velaregate.htm>