

TRAMONTI EMOTIVE
discovering the historic village of Tramonti within the Doors of Change events
19 OCT 25

TRAMONTI EMOTIVE

Emotions, Art and Landscape – an interactive experience open to all
Sunday, 19 October 2025

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Finanziato dall'Unione europea NextGenerationEU | Ministero dell'Università e della Ricerca | Italiadomani | Università Ca' Foscari Venezia | CHANGES | CREST

Tramonti Emotive
19 OTTOBRE 2025

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ORE 16: VISITA GUIDATA GRATUITA CHIESA DELL'ASCENSIONE
FRAZ. PATERNO, VIA ASCENSIONE 1

PRENOTA USANDO IL QR CODE

EMOTICON Comune di tramonti phlay

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PRESS RELEASE

Event Name: *TRAMONTI EMOTIVE*

Location: Tramonti (SA), Italy

Date & Time: 19 October 2025, from 10:00 AM to 5:00 PM

Admission: All events are free of charge

Practical Information: No registration required; participants are encouraged to bring their smartphone.

Organizers: Emoticon S.r.l. • Ca' Foscari University of Venice • Italian Ministry of University and Research • Next Generation EU • Municipality of Tramonti

Sito ufficiale: <https://www.fondazionechanges.org/iniziativa/tramonti-emotive-2025/>

Tag: We invite participants to share photos and videos of the initiative using the following tags and hashtags: @fondazione_changes, @nextgen_heritage; @cafoscari; @phlay #tramontiemotive

For free event reservations: <https://tramonti-emotive-le-emozioni-di-tramonti-19-ottobre.eventbrite.it>

Tramonti Emotive: Emotions, Art and Landscape – an Interactive Experience Open to All

Tramonti Emotive invites residents, families, curious visitors and tourists to discover the historic village of Tramonti in a new way: an interactive, simple and engaging journey — accessible via smartphone and dedicated displays — to explore places, stories, traditions and flavors in tune with one's emotional state.

The event will take place on **Sunday, 19 October 2025**: it begins in the Council Chamber of the Municipality of Tramonti with a public presentation, followed by a tasting of local products at the Casa del Gusto (Polvica). In the main square of Polvica, the interactive experience will be available throughout the day for the community and visitors. The initiative continues with free guided tours of the Rupestrian Chapel in Gete and the Church of the Ascension in Paterno Sant'Arcangelo.

Tramonti Emotive is a project conceived by visual artist **Mario Amura** and developed by **Emoticon S.r.l.** in partnership with the **Municipality of Tramonti**.

The initiative is part of **CHANGES – Cultural Heritage Active Innovation for Next-Gen Sustainable Society**, carried out with the involvement of **Ca' Foscari University of Venice** and supported by the **PNRR – Ministry of University and Research**. It is included in the national **"Doors of CHANGE"** programme, which on 19 October activates events across Italy to bring the public — not only professionals — closer to the results of research and innovation applied to cultural heritage.

Special thanks to: Municipality of Tramonti, Pro Loco Tramonti, Forum dei Giovani Tramonti.

What is the Tramonti Emotive project?

Tramonti Emotive develops an interactive discovery experience of the historic village, accessible both via smartphone and through interactive displays available during the event on 19 October. Through these interactive experiences, visitors can explore the local cultural offer in a way that aligns with their emotional state.



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What is the Doors of Change project?

Doors of CHANGE is the first major national event that — through the **CHANGES project (Cultural Heritage Active Innovation for Next-Gen Sustainable Society)** — brings together cultural and research sites in a single initiative. From 17 to 19 October 2025, more than **60 locations across Italy** — museums, archives, libraries, parks, laboratories and restoration sites — will open their doors to the public, both physically and virtually. It is a widespread and participatory experience that allows citizens to discover firsthand the research and innovation applied over the past three years to Italy's cultural heritage, thanks to PNRR funding from the Ministry of University and Research. With Doors of CHANGE, the CHANGES Foundation offers a unique opportunity to reimagine cultural and research sites as living, shared spaces — in dialogue with communities and open to the future.

EVENT PROGRAM

Sunday 19 October 2025

10:00 AM – 13:00 AM **“THE EMOTIONS OF TRAMONTI”**

Incontro partecipato di disseminazione progetto Tramonti Emotive

Participatory meeting and dissemination event of the Tramonti Emotive project

Location: Council Hall, Municipality of Tramonti

Speakers: Mayor of Tramonti Domenico Amatruda, Prof. Domenico Tajani, Dr. Antonio Giordano, Deputy Mayor Vincenzo Savino, Giovanna Del Pizzo, visual artist Mario Amura, Dr. Antonio Raia.

The session will conclude with the screening of the documentary Napoli Explosion.

11:00 AM – 13:00 PM **“JOY IN PIAZZA”**

Interactive experiences and public activities

Location: Piazza Polvica

Address: Piazza Polvica, 3 (Polvica)

13:15 PM – 14:15 PM **“TASTING OF TRAMONTI LOCAL PRODUCTS”**

Location: La Casa del Gusto - Costa d'Amalfi (Polvica)

15:00 PM - 16:00 PM **“GUIDED TOUR OF THE CHAPEL IN THE ROCK”**

Free guided tour led by Prof. Domenico Tajani

Location: Rupestrian Chapel (Gete district)

16:00 PM - 17:30 PM **“GUIDED TOUR OF THE CHURCH OF THE ASCENSION & ST. PETER THE APOSTLE”**

Free guided tour led by Dr. Ferrara

Locations: Church of the Ascension (Paterno district), followed by a visit to the Church of St. Peter the Apostle in Figlino

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FREE GUIDED TOUR BOOKINGS

Link to book free events:

<https://www.eventbrite.it/e/biglietti-tramonti-emotive-le-emozioni-di-tramonti-1794603961759>

QR CODE

To be shared on magazines, social media and promotional materials to allow instant booking.

