



Instituto Politécnico de Castelo Branco



# ORDO CHRISTI

## Artistic heritage of the Order of Christ between the Zêzere and Tejo (centuries XV and XVI)

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### PROJECT PROMOTER

Instituto Politécnico de Castelo Branco

### PROJECT COPROMOTORS

Instituto Politécnico da Guarda  
Instituto Politécnico de Tomar  
NATURTEL.O - Empresa de Turismo E.I.M.  
**PARTNER INSTITUTIONS**  
Câmara Municipal da Covilhã  
Câmara Municipal do Fundão  
Câmara Municipal de Panóias  
Câmara Municipal de Idanha-a-Nova  
Câmara Municipal de Castelo Branco  
Câmara Municipal de Vila Velha de Ródão  
Diocese da Guarda  
Diocese de Portalegre e Castelo Branco  
ARTIS - Instituto de História da Arte da Fac. de Letras da Univ. de Lisboa



### CALENDARIZATION AND INVESTMENTS

Start date: 2017-06-05  
End date: 2018-12-04

Eligible Investment: € 149.933,83  
Total investment: € 149.933,83

Nr. of Months: 18

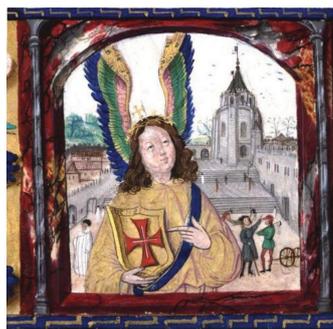


Fig.1 - ANTT, Leitura Nova, Estrada, Av.4 (António de Holanda, c. 1509)

### INTRODUCTION

The project, has as main objectives to study, communicate and promote the historical / artistic heritage associated with the commendations of the Order of Christ. Thus, it is objective of the project, in addition to valuing heritage through History of Art, contribute to the conservation of the memory of this historic-artistic heritage, it is essential that this piece of History constitutes an identity mark of local / regional history able to contribute to territorial cohesion. On the other hand, the project will seek to promote the safeguarding of the heritage of the Military Order in the area stated, and communicate the heritage to society in an intelligible and open way.

The project seeks to play an civic educational role, to form new audiences mainly through new technologies. Another objective is to provide, in an open, scientific, appropriate information tools in graphic and written language in order to help tourism promoters, local authorities or centers in enhancing and promoting tourism of the region.

Another aspect is to achieve the transfer of knowledge to the students. Through this project, teachers and researchers can effectively contribute to a better training of their students. Students of the institutions involved are strongly benefited from the acquired knowledge and applicability that it.

Strategy to achieve objectives:

- 1) Study of literature inherent to the area and the respective documentation that deal with the issue.
- 2) Creation of a fact sheet for each of the buildings and the built heritage. Construction of a suitable image corpus to various audiences, to be made available online and offline.
- 3) The overall reading of heritage. Creating a Geography of historical and artistic heritage of the Order of Christ between the Zêzere and Tagus.
- 4) Monographic studies of architectural and built heritage. Global study of heritage of the Order of Christ.
- 5) Multiplatform website creation, maps, information and guidance system, info graphics, videos and animated images.
- 6) Definition of tourist routes.
- 7) Open access publications.

The application of the means inherent to the project, such as routes with tourist interest which promote territorial cohesion, based on the involvement of municipalities. The participation of the Diocese of Guarda and the Diocese of Portalegre / Castelo Branco enable access and study of the legacy.

Researchers will develop Historio-artistic study and prepare the content. The communication of content on different platforms and media is the responsibility of ESART-FCS, in partnership with ESTG-FCS, who will develop itineraries with tourist interest.

The project is relevant because it is unprecedented in the region, the potential for an inventory of heritage and safeguarding of territorial identity. Contributes to increasing territorial attractiveness, particularly in the tourism sector and development of educational content so that scientific knowledge is clearer and more accessible to all.

### MILESTONES

**Activity M 1**  
Start date: 05/06/2017  
End date: 04/03/2018  
Designation: Scientific research and content production.

**Activity M 2**  
Start date: 05/01/2017  
End date: 04/03/2018  
Name: Photographic, video Record.

**Activity M 3**  
Start date: 29/09/2017  
End date: 29/12/2017  
Name: Innovative solutions

**Activity M 4**  
Start date: 15/01/2018  
End date: 14/04/2018  
Designation: tourist itineraries

**Activity M 5**  
Start date: 02/01/2018  
End date: 01/03/2018  
Designation: Strategy

**Activity M 6**  
Start date: 01/05/2018  
End date: 30/11/2018  
Designation: Information Design.

**Activity M 7**  
Start date: 04/06/2018  
End date: 30/11/2018  
Name: Post-production of photography and video

**Activity M 8**  
Start date: 01/08/2018  
End date: 30/11/2018  
Name: Production of digital and analog communication media

### METHODOLOGY

In terms of methodology to achieve the goals set for the project a mixed component approach was selected, which explores the non-interventionist and interventionist based on study of descriptive and exploratory cases. The noninterventionist component comprises data collection, addressing the points of interest in the study of descriptive cases.

The following will be done:

- a) Research and bibliography of documentary sources from archives and libraries;
- b) Field research (site visits), using the technique of direct observation;
- c) Development of a fact sheet for each of the buildings and the built heritage for the use of adatabase and to support the information available on the Internet;
- d) Photographs, video image;

As for the interventional component it consists of exploratory development of media to communicate the heritage: visual design identity; creation of maps and routes, identifying heritage under study, with the possibility of general consultation, advice, location or point of interest; Analysis of the results; video content: animated image and image; info graphics; Guidance systems and information; leaflets; Design of books.

The implementation of this project, as it is designed, clearly contributes to the evolution of art. First, as an innovative solution to address an identified territorial problem that is characteristic of a deserted region with low population density. On the other hand, the evolution of the state of the art is made noticeable through the unprecedented nature of historical / art study on the theme. Similarly, the creation of innovative solutions in terms of historical and artistic content of scientific identification will contribute to the development of technical solutions applied more directly to the promotion of the territory and economic and social contribution.

The involvement of Municipalities and Dioceses in the Ordo Christi project, is essential for a grounded dissemination strategy, heritage promotion and tourism in the region and ensures the implementation of the solutions developed by the project. Another strategic partner is the ARTIS-FLUL. This partner allows the dissemination of the project through the academy and in the area of specialty, and will further be one to support the scientific research in the heritage area.

In academic terms, the involvement of students is expected in the project. This involvement will be done through the following courses: Laboratory of Communication Design and Visual and Cognitive Ergonomics (Masters in Graphic Design - ESART); Graphic Design II and Option Heritage and Regional Culture (Bachelor in Communication Design and Audiovisual Production - ESART); Strategic Marketing (Master in Marketing and Communication - IFC) and Tourist Itineraries (Degree in Tourism Management - IFC). The involvement of students in the project is an added value to their training, as they can experience the applicability of their knowledge in a real project, enhance skills and broaden their field of knowledge in frontier areas.

### EXPECTED RESULTS AND RESPECTIVE CONTRIBUTION

The following results are expected from the goals set by the project:

- a) Promotion of the Order of Christ's heritage.
- b) New study of the historical and artistic heritage of the region.
- c) Heritage Protection and development of a risk chart.
- d) Development of a historical-artistic inventory of Beira Interior.
- e) Opening of new lines of research in the areas of information design, history of art and tourism.
- f) Training of new public.
- g) Network: Promotion of multi municipal sites and places inherent to the subject.
- h) Development of tourism in the region, allowing economic dynamism.

From the knowledge point of view, we can say that the Ordo Christi gives a strong advance in the study area, particularly in the field of history of art. The reason is the unprecedented nature of the study of the heritage of the Order of Christ in the chosen geographic area.

On the other hand, monographic and multidisciplinary studies that proceed will allow for a renewed look on the historical and artistic heritage (local / regional) - Remember that the Beira Interior deeply lacks the realization of an Artistic Inventory.

On the other hand, technological tools applied to the project seek to establish a closer relationship between society and science. In terms of innovative potential, we can refer to the open access nature of the information, thereby enhancing the clear relationship between science and society, seeking to make an area accessible that is usually too technical and scientific.

Another aspect that one can point out is how innovative the inter-municipal dimension of the project area, thus attempting a convergence of synergies for creating a cultural identity and preservation of memory. With regards to social challenges, the project seeks to clearly find solutions to the systematically problems created by social modernization and globalization.

In this context, the art-historical study of the Order of Christ allows for a retrospective reflection on the local and regional history in order to build a future based on memory and cultural heritage, but above all to be reviewed in an identity brand and as it becomes visible in said modern societies, the identity factor is a central issue. Thus, the communication of heritage cannot be airtight, but affordable and easy to understand, where society reviews its cultural heritage and promotes its continuity in time.

### ABSTRACT

The project aims to contribute to the study, protection, enhancement and promotion of regional and local heritage inherent in the Order of Christ in related geography.

The importance of this Order in the region is followed by several historical and artistic events that were felt by many Commendations, revealing factor of its importance in the territory. The project, in addition to the study of this heritage of one of the most important Military Orders in Portugal between Zêzere and the Tagus, is the deep concern of communicating in an open and fully accessible form to all civil society, the artistic heritage under the jurisdiction of the Order of Christ.

Thus, the project, Ordo Christi seeks to be a memory tool and identity of the region, through various communication elements, whether analog or digital, as well as the creation of heritage routes, effectively contributing to the awareness of society, territorial cohesion and the promotion of the region through its history.

### KEY-WORDS

Design: Artistic Heritage; Tourism; Territory Enhancement

### MAINS SCIENTIFIC DOMAIN

Humanities

### MAINS SCIENTIFIC AREA

Arts

### SECONDARY SCIENTIFIC AREA

Design and architecture

### RESEARCH AREAS

Artistic and cultural solutions for the valorization of territories

Heritage, archives, conservation and restoration

Innovative solutions in the areas of hotel, restaurants and tourism

Information and communication technologies at the service of organizational innovation in institutions and interventions in territories, especially in the promotion of smart cities and territories

Others

### TIMETABLE

Activity	Start	End	Duration	Designation
Activity M 1	05/06/2017	04/03/2018	30 months	Scientific research and content production.
Activity M 2	05/01/2017	04/03/2018	30 months	Photographic, video Record.
Activity M 3	29/09/2017	29/12/2017	3 months	Innovative solutions
Activity M 4	15/01/2018	14/04/2018	3 months	tourist itineraries
Activity M 5	02/01/2018	01/03/2018	2 months	Strategy
Activity M 6	01/05/2018	30/11/2018	7 months	Information Design.
Activity M 7	04/06/2018	30/11/2018	5 months	Post-production of photography and video
Activity M 8	01/08/2018	30/11/2018	4 months	Production of digital and analog communication media

### PROJECT DIAGRAM

