

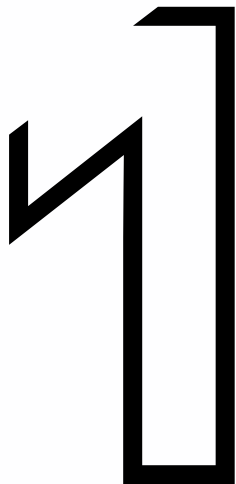
GO! BOOR
DEERS

Borderless Wireless

Observatory

A digital Cross-Border Observatory

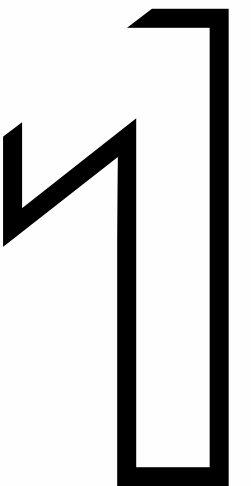
Why is it cross-border?



Why is it cross-border?

Because it collects, organises, and analyses data coming from both sides of the border — Gorizia (Italy) and Nova Gorica (Slovenia) — as well as from the wider cultural and tourist ecosystem connected to the European Capital of Culture.

It does not describe one city: it describes a unified destination built on the idea of overcoming the border.



Why is it an observatory?

2

Why is it an observatory?

Because it does much more than sharing information: it **measures**, **monitors**, and **interprets** what actually happens in the Borderless Area.

Why is it an observatory?

It tracks:

- which events attract the most interest and participation;
- where users come from;
- which pages, projects and initiatives generate the most attention;
- how tourists behave when planning their stay.

It provides a real-time, data-driven picture of audience behaviour.

2

Get ready for your visit:
discover the Borderless Area
— insights into the area,
where to eat & stay, official
projects and featured artists.

What's up

Events

News

Discover

Visit

Projects

Artists

Webcam

Map

GO! 2025

About

Join us

Media & Press

FAQ



- > 2,590 accommodation options
- ≈ 200 food & drink options
- > 870 points of interest and experiences
- > 115 projects
- > 30 webcams

Borderless Wireless

Feel like getting inspired?

Discover events and facilities* matched to your desired period and interests.

Filter by class

What's on

From *

To

Your interests

Exhibitions & Conferences

Enogastronomy

Cinema

Music

Sport

Dance and theatre

Filter by class

Where to eat

Where to Stay

What to see

Accessibility

Wheelchair

Visual indicators

Step-free access

Not applicable

Get inspired

Food & Drinks



Accommodations



What to see



Events



Fino al 18/09/2025
Eta Sadar Breznik: Seize the Storm
Trg Edvarda Kardelja 5, Nova Gorica (GO)

17 January 2025 - 4 January 2026
GO! 2025 Borderless photo installation
on the road
TRIESTE

Ends 12/30/2026
Standing on Messerschmidt's
Viale XX Settembre 14, Gorizia

* The order of the results is determined by their proximity to the ECoC District (Transalpina/Europe Square)

Borderless Wireless

Quick access to specific information

All the main information in one page:

- What to see
- How to reach us
- Where to stay
- Where to eat

HOW TO REACH US



WHAT TO SEE



WHERE TO STAY



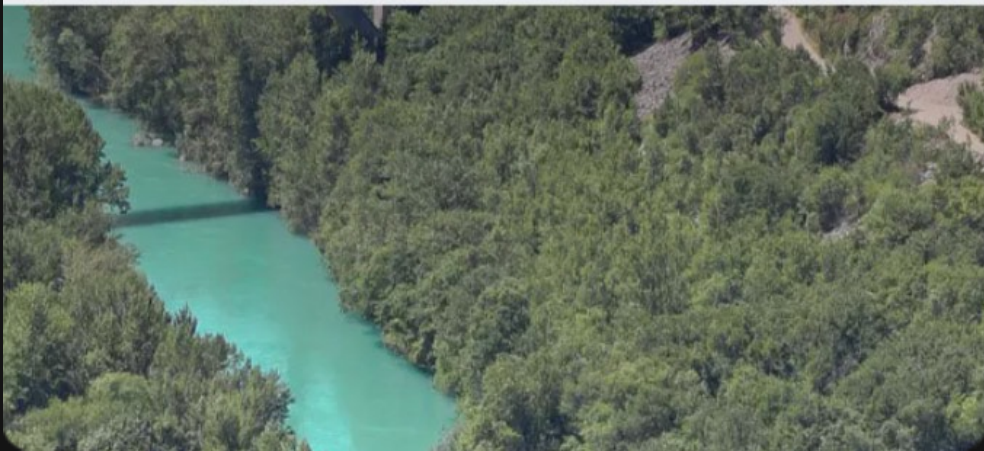
WHERE TO EAT



BORDERLESS MAP



FLY ON EUROPE SQUARE



WHERE TO EAT



BORDERLESS MAP



FLY ON EUROPE SQUARE



The Transalpina/Europe Square symbolizes the conurbation of Gorizia and Nova Gorica, the unity of Europe, and the overcoming of borders.

Explore with the drone



Borderless Wireless

Projects & Artists

GO! 2025
NOVA GORIZIA
GORIZIA

European
Capital
of Culture


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Q🔍EN▼MENU☰

Home > Projects


Discover GO! 2025 official programme. Several projects, one goal: share the views at our windows, from the Soča River to the Alps and the Adriatic, from Mušič and Basaglia to Ravnikar and Gadjiev, while looking to the world beyond our borders.

Filter by: ArchitectureArtDanceEcologyEnogastronomyFashionHistoryLiteratureMusicScreeningSportSustainabilityTechnologyT




March For Europe
The second of the four mass events entitled Stop the City! of the European Capital of Culture 2025 Nova Gorica - Gorizia.

#sport #technology #dance #literature #screening #art #music




Tastes Without Borders
One of the most popular food and wine festivals.

#projects #enogastronomy




An Enlightened Closing Ceremony
Symbolic closure of the European Capital of Culture 2025 Nova Gorica - Gorizia.

#projects #art




EPIC (European Platform for the Interpretation of the 20th Century)
EPIC will be a cross-border participatory space dedicated to the exchange of ideas and to the understanding of 20th-century history.

#projects #history




Dodecalogy 1972-1983
Original theatre project by Tomi Janežič in collaboration with Simona Seimenić.

#theatre




Borderless Body
The first "permanent" cross-border dance ensemble in the history of Nova Gorica.

#technology #dance #art



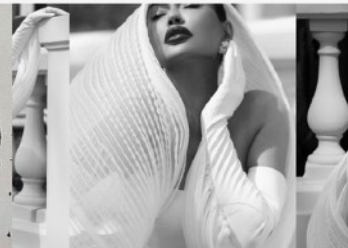
Meeting Point
Alexander Gadjiev will unite classical music and the essence of nature in his concerts.

#projects #music






Zoran Mušič - Landscapes of the Body
An exhibition project dedicated to the spirit of contemporary painter Zoran Mušič, a survivor of the Dachau concentration camp.

#history #art



GO! 2025 x Benedetti Life
Benedetti Life is preparing a spectacular fashion event for GO! 2025 - a sustainable fashion show.

#ecology #sustainability #fashion



GO! 2025
NOVA GORIZIA
GORIZIA

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Capital
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Home > Artist

The Artists of the European Capital of Culture 2025 Nova Gorica-Gorizia. Meet the talented creators shaping GO! 2025 landscape.


Photographers, musicians, directors, and artists of national and international renown. They weave the threads of art and culture to create innovative works, images, sounds, and videos. For the European Capital of Culture 2025, they have lent their sensitivity, research, and artistic expertise to reflect on life and the cross-border territory, connecting Nova Gorica and Gorizia with an unbreakable bond.

Filter by: Art and architectureCinema & audiovisualDanceDecorative artsDigital artsFashion designGraphic designMusicPhotographyPublishing




Peter Furg
Peter Furg is an Associate Professor of New Media at the Academy of Arts of the University of Nova Gorica, and the Dean of the Faculty of Humanities.

#digital arts




Evgen Bavčar
Evgen Bavčar is a conceptual artist whose photography is based on darkness, not on light.

#photography




Alexei Monroe / Sz. Berlin
Alexei Monroe / Sz. Berlin is a theorist, photographer, and audiovisual artist who has worked at the R.o.R artist residency in Sempas.

#digital arts #cinema & audiovisual #photography




Alexander Gadjiev
The internationally renowned pianist Alexander Gadjiev is the cultural ambassador for his hometown, the European Capital of Culture 2025 Nova Gorica-Gorizia.

#music






Anja Medved
Anja Medved is a director and screenwriter, renowned and multi-award-winning for her work as an author of documentary films, videos, and theatrical performances.

#cinema & audiovisual #theatre



Matea Benedetti
Matea Benedetti is a renowned sustainable fashion and costume designer. As a pioneer of sustainable luxury fashion, she has won several awards for her work.

#fashion design



↑ Discover GO! 2025 projects using filters and find what inspires you

↑ Get to know the artists, their visions and how they are shaping ECoC's spirit

Borderless Wireless

Webcams

Discover key GO! 2025 locations* in real time with 30 Borderless Webcams.

GO! 2025
NOVA GORIZIA
GORIZIA

European
Capital
of Culture

Events

News

Visit

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EN ▾

MENU ≡

The weather of Today 2025-06-04 Transalpina – Europe Square


Morning
18.2°

Afternoon
27.1°

Evening
23.4°


Home > Webcam

WEBCAM




Transalpina – Europe Square

Transalpina - Europe Square is the main image of the two cross-border towns as well as the symbol of European integration, powerfully renouncing any kind of separation.




Borderless Area


Nova Gorica and Gorizia: Breathtaking Panorama from the Franciscan Convent of Kostanjevica/Castagnevizza




Borderless Area

Discover the GO! Borderless Webcam between Nova Gorica and Gorizia!







GO! 2025
NOVA GORIZIA
GORIZIA

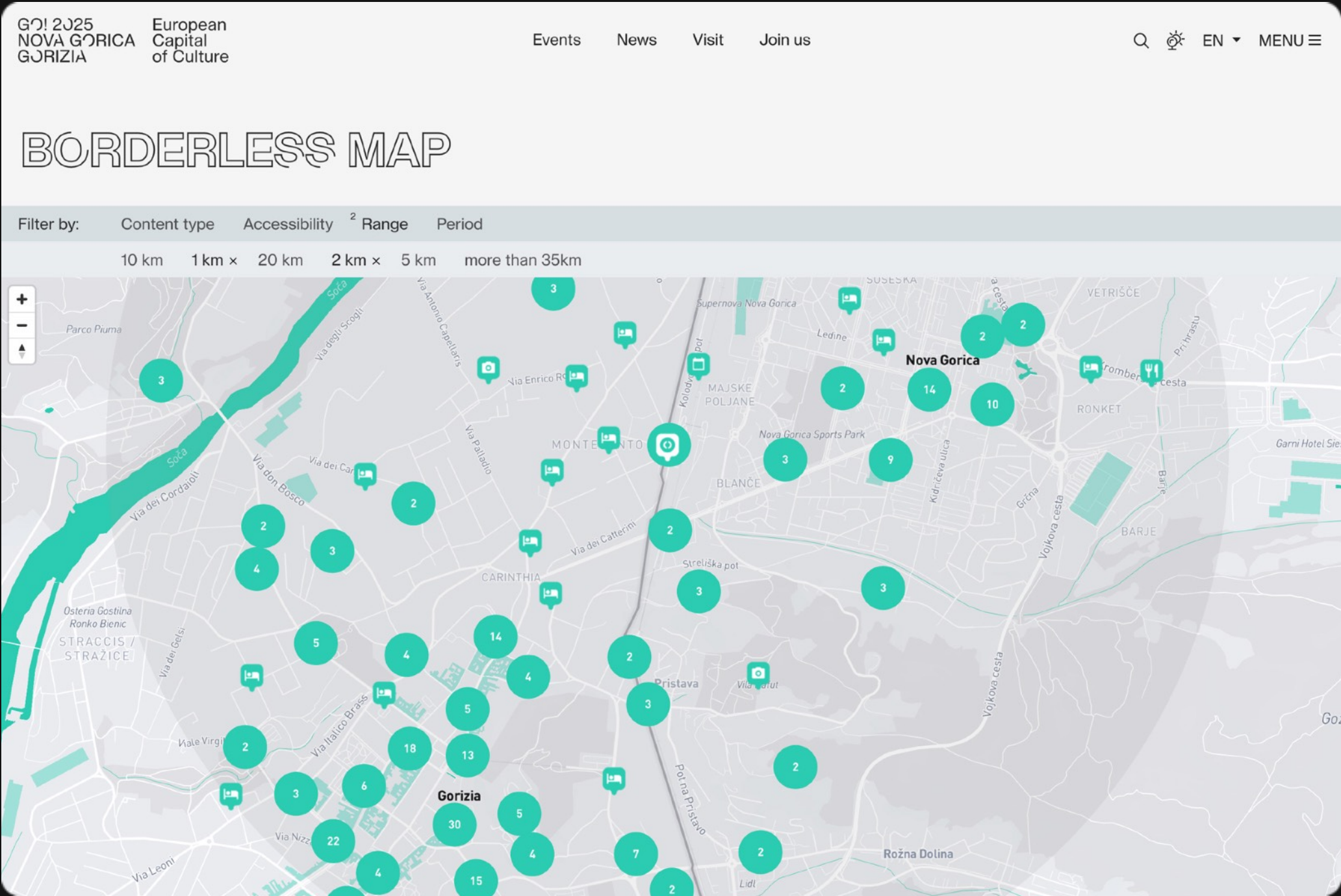
* The order of the results is determined by their proximity to the ECoC District (Transalpina/Europe Square)

Borderless Wireless

Borderless Map

Explore the Borderless Area through the ECoC District interactive map.

Find events' location, cultural venues, accommodations options and key services*.



* The order of the results is determined by their proximity to the ECoC District (Transalpina/Europe Square)

Borderless Wireless

Borderless Map

Explore the Borderless Area through the ECoC District interactive map.

Find events’ location, cultural venues, accommodations options and key services*.

GO! 2025

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MENU

Home

>

Transalpina – Europe Square

TRANSALPINA – EUROPE SQUARE

Where:

Piazzale della Transalpina – Trg Evrope

How to get

Europe Square is the image of the two cross-border towns as well as the symbol of European integration, powerfully renouncing any kind of separation.

Historically, the area on the border between Italy and Slovenia has undergone several geopolitical changes over the centuries that have altered the shape of the border, creating conflicts, dividing and uniting the territory and population. Finally, with the collapse of Yugoslavia, Slovenia's independence and its entry into the European Union, a period of peace and cooperation began.

In 2011, a clear will for cooperation was demonstrated when three municipalities (Gorizia, Nova Gorica and Šempeter-Vrtojba) founded the European Grouping of Territorial Cooperation – EGTC.

* The order of the results is determined by their proximity to the ECoC District (Transalpina/Europe Square)

Why does it measure the impacts of GO! 2025?



Why does it measure the impacts of GO! 2025?

Because the platform acts as a live sensor of GO! 2025's cultural and tourism impacts.



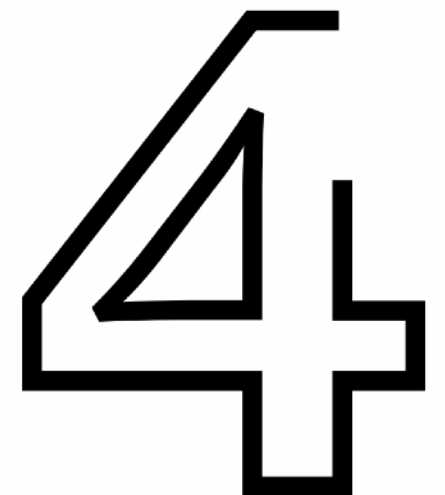
Why does it measure the impacts of GO! 2025?

Key indicators show:

- traffic spikes matching key ECoC events;
- top-visited pages aligned with exhibitions, concerts, festivals, and flagship projects;
- accommodation requests indicating real impact on overnight stays;
- millions of impressions and views reflecting the increased international visibility of the Borderless Area.



A shared, participatory data infrastructure

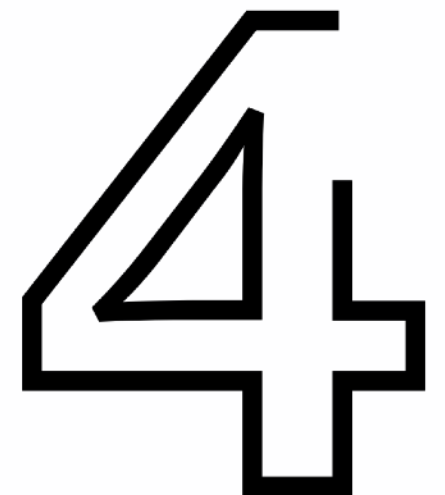


A shared, participatory data infrastructure

The observatory is co-created with **20 first-level stakeholders** across Italy and Slovenia, who continuously contribute content and information.

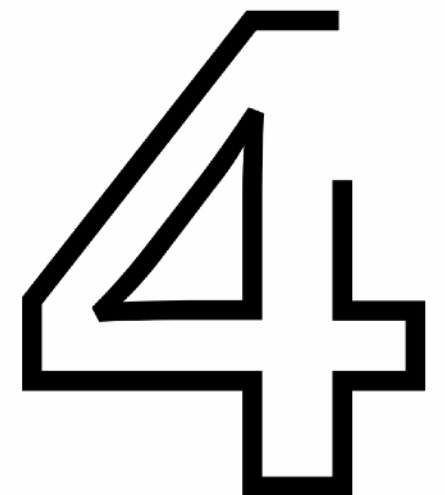
This makes it:

- participatory;
- binational;
- institutionally recognized;
- aligned with the shared governance model of GO! 2025.
























A shared, participatory data infrastructure

It is one of the few digital observatories in Europe built simultaneously by 2 countries.



Borderless Wireless

GO! 2025 participatory planning process: **first-level stakeholders** act as strategic partners in a win-win agreement; they contribute with content and information, gaining mutual visibility, image, and brand awareness.

<div>Project promoter</div> <div></div>	<div>Promoturismo FVG</div> <div></div>					<div>Fondazione Carigo</div> <div></div>					<div>Confcommercio Gorizia</div> <div></div>					<div>Javni zavod za turizem Nova Gorica in Vipavska dolina</div> <div></div>													
	<div>Fundacija Poti miru v Posočju</div> <div></div>					<div>Javni Zavod Miren Kras</div> <div></div>					<div>Zavod Za Turizem Idrija / Idrija Tourism Board</div> <div></div>					<div>Euradria 24-26 programma EaSI - Unione Europea</div> <div></div>													
	<div>Zavod za turizem, kulturo, mladino in šport Brda</div> <div></div>					<div>Turizem Dolina Soče • Soča Valley Tourist Board</div> <div></div>					<div>Camera di Commercio Venezia Giulia Trieste Gorizia</div> <div></div>					<div>Goriški muzej Kromberk / Nova Gorica</div> <div></div>					<div>Direzione Cultura Friuli Venezia Giulia</div> <div></div>								
<div>Območna Razvojna Agencija Krasa In Brkinov</div> <div></div>					<div>Fondazione Aquileia</div> <div></div>					<div>DMO Turismo Benečija</div> <div></div>					<div>Fondazione Palazzo Coronini Cronberg</div> <div></div>					<div>Grado Impianti Turistici</div> <div></div>					<div>Let'sGO - Comune di Gorizia</div> <div></div>				

20 First level stakeholder

48% SLO

52% ITA

38% Tourism

28% Culture

17% Business

17% Other

What makes it different from traditional observatories?

What makes it different from traditional observatories?

Typical tourism observatories are local, sector-specific and fragmented.

Borderless Wireless, instead:

- spans two national systems;
- integrates culture, tourism, events, mobility, and services;
- combines territorial data with digital behavioural insights;
- measures not only presence but interest, engagement, and demand;
- operates as a strategic tool for cross–border governance.

It is the 1st ECoC to build such a comprehensive, cross–border digital monitoring infrastructure.

Borderless Wireless

Featured on

What they say about GO! 2025 and the Borderless Wireless Project



NEWS



GO! 2025: il confine che unisce. Cultura e cooperazione per l’Europa del futuro

Piazza Vittoria, a Gorizia, è stata teatro della cerimonia di inaugurazione di GO! 2025.

GO! 2025 segna un momento storico: Nova Gorica e Gorizia sono la prima Capitale Europea della Cultura transfrontaliera. La candidatura congiunta, presentata nel 2019, punta sulla collaborazione tra le due città di confine, una in Italia e una in Slovenia, prima divise da una storia tragica e poi unite dall'intento comune di fare del confine una leva di sviluppo territoriale. Secondo Romina Kocina, direttrice del Gect Go, questo riconoscimento rappresenta un'occasione unica per dimostrare che la pace e la convivenza sono possibili, attraverso il dialogo e la condivisione della cultura. L'obiettivo è valorizzare il territorio transfrontaliero offrendo nuove prospettive di cooperazione, partendo dalla cultura e dalle arti che utilizzano un linguaggio comune, e per questo è stato sviluppato il progetto Borderless Wireless. Giulio Selvazzo, pm del progetto, spiega come grazie ad un percorso di progettazione partecipata sia stato possibile coinvolgere i principali stakeholder del territorio per aggregare tutte le informazioni al fine di creare un portale di riferimento culturale e turistico.



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Home

News

Sport

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Live

A local musician's cultural guide to Nova Gorica, the 2025 Capital of Culture

2 October 2024

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Virginia Di Gaetano



Luca Fornasier

Tish at Trg Evrope (Credit: Luca Fornasier)

Singer-songwriter Tish grew up on the border of Europe's first-ever borderless Capital of Culture. Here are her picks, from underground jams at Mostovna to Fabrika's famous burgers.

Nova Gorica is one of Slovenia's (and Europe's) youngest cities, but it's grown up fast. Since Slovenia's entry into the EU in 2004, it's become a showpiece for Slovenia's rich artistic tradition stretching from ancient artisanal crafts to master Slovene Impressionists Ivana Kobilca and Franc Berneker to today's thriving contemporary arts scene.

The planned city was founded in 1947 after the Paris Peace Treaty established the border between Italy and the former Yugoslavia, restricting travel between the two nations. With the Italian city of Gorizia, a regional centre since the Middle Ages, suddenly off-limits to Yugoslavs, the Socialist Yugoslavian government envisioned Nova Gorica (New Gorizia in Slovenian) as a modernist city to cement a new, postwar identity. For decades, the two cities lived on either side of a tumultuous border; steps apart but worlds away.

Now, united as the **2025 EU Capital of Culture**, Nova Gorica and its sister Italian city Gorizia stand as "the European capital of borderless culture". Having these two places, so long separated, share this distinction is a testament to a collaborative future.

And Nova Gorica itself – nestled in the idyllic Vipava Valley, famed for its wineries – has become particularly known for its unique combination of modern artistic edge and small-town community feel.

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Register

Home

News

Sport

Business

Innovation

Culture

Arts

Travel

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Audio

Video


Live

Europe's first borderless Capital of Culture

17 December 2024

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Noah Charney



Getty Images


In 2025, Nova Gorica and Gorizia will reunite as the first transnational European Capital of Culture (Credit: Getty Images)

In 1947, Gorizia was abruptly split between Italy and Slovenia. In 2025, the two towns will reunite as the first transnational European Capital of Culture.

Right now, I'm standing in Nova Gorica – a modest but beautiful planned Modernist town in Slovenia with a population of 30,000. But if I take just a few steps, I can cross an invisible border into Italy to the medieval town of Gorizia, without even showing my passport.

Once upon a time, Nova Gorica and Gorizia were one; the two cities were created – and separated – in 1947 after World War Two when the Treaty of Paris established Europe's new borders, restricting travel between Italy and the former Yugoslavia. An Allied commission determined that Gorizia should belong to Italy and the less-developed part of town should be part of the Slovenian republic within the Socialist Federalist Republic of Yugoslavia. The new town was to be called Nova Gorica (New Gorizia), and from that moment on, Nova Gorica and Gorizia have existed as two towns split across two countries.

But with Slovenia's entry into the EU in 2004, the border between them was dissolved, allowing a cross-cultural exchange for the first time in generations. And in 2025, Gorizia/Nova Gorica will reunite as the first transnational European Capital of Culture, in a project called GO!2025.

THE  TIMES

Home

UK

World


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Life & Style

Business & Money

The capital of culture — and smuggling — that straddles two countries

An invisible border divides Gorizia, in Italy, and Slovenia’s Nova Gorica. Experience their intriguing history in museums, a Kipling trail, and an interactive escape tour



The old town centre of Gorizia

ALAMY

Catherine Bennett

Saturday March 29 2025, 8.00pm GMT, The Sunday Times

Why Nova Gorica, Slovenia, Is The Next Culture Destination To Know

Along with Gorizia, Italy, the western Slovenian city has been designated a European Capital of Culture for 2025. But its appeal goes beyond the city limits—and will last far beyond this year.

By [Ann Abel](#), Senior Contributor. ... [Follow Author](#)

Published Mar 29, 2025, 05:32am EDT, Updated Mar 31, 2025, 12:45pm EDT

[Share](#) [Save](#) [Comment 0](#)



A dancer in Europe Square, part of the celebrations for the European Capital of Culture
MAJA MURENC

The Guardian

Eur

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Europe

US



Europe holidays

Twin border towns reunited in Italy and Slovenia for capital of culture

Gorizia was split down the middle in 1947 between Italy and Slovenia. Next year the two towns will come together again as European capital of culture

John Brunton

Mon 5 Aug 2024 08.00 CEST

SLOWENIEN

Vom Wasser zum Wein in Soča- und Vipavatal

Die geteilte Stadt Gorizia/Nova Gorica ist 2025 Kulturhauptstadt Europas. Wir campen, radeln und genießen auf slowenischer Seite entlang der Flüsse Soča und Vipava.

ANHÖREN

IN KÜRZE

**Reisetipps**

Die geteilte Stadt Gorizia/Nova Gorica an der italienisch-slowenischen Grenze ist 2025 Europäische Kulturhauptstadt. Das Programm wird auf www.go2025.eu regelmäßig aktualisiert.



UNCATEGORIZED

DUE CITTÀ, UN UNICO PROGRAMMA TRANSFRONTALIERO PER CELEBRARE UNA CULTURA DI CONFINE

CAPITALE EUROPEA DELLA CULTURA 2025: CHE COSA SUCCEDDE A GORIZIA E A NOVA GORICA

15 APRILE 2025



TEMPO DI LETTURA - 7 MINUTI

ARTE E CULTURA

- **Prevalence** = the proportion of a population that has a disease at a particular point in time

Inoltre, per muoversi sul territorio, si può contare sui servizi di bus Hop on-hop off per scoprire le principali attrazioni di [Nova Gorica](#) e [Gorizia](#) e i loro dintorni in tutta comodità.

≡ELLE

AbbonatiNEWSLETTER

MODA

BEAUTY

ENTERTAINMENT

ELLE ACTIVE!

ATTUALITÀ

SHOPPING

Cos'è il lip plumper?

Tendenza Jeans svasato

Gender Equality

Integratori antiage

Leggere è di moda

LIFESTYLE > VIAGGI

Guida ai migliori festival culturali dell'estate 2025 aka gli eventi dell'estate da non perdere

Musicali, gastronomici, letterari, artistici: ecco gli appuntamenti più imperdibili dell'estate italiana 2025

GO! 2025 e GO!

2025&FRIENDS

go_2025

10.9K follower

Visualizza profilo

JUNIJ

GIUGNO

JUNE



VANITY FAIR

ITALIA

≡

VACANZE

Cosa vedere a Gorizia e Nova Gorica, città della cultura

2025

Un'itinerario alla scoperta di monumenti, mostre, spettacoli e indirizzi dove provare i piatti tipici e i vini del Friuli Venezia Giulia



Let's talk about numbers

What we collected, managed and published

> 550 news (= 0.8 news/day)
published

> 2960 events (= 4.2 events/day)
published

> 115 projects
designed

> 30 Borderless Webcams
licensed to FLS for 10 years free of charge

> 870 “What to do” records
POI and experiences collected via FLS

> 2590 “What to sleep” records
POI and experiences collected via FLS

> 180 “Where to eat” records
POI and experiences collected via FLS

We have served the Borderless area

> 105 “Become an artist”

> 930 “Submit you events”
= 1.3 request/day

> 115 “Take part”

> 590 “Request logo”
= 0.8 request/day

We encouraged tourism

Borderless Wireless

Project's Numbers
From Feb 25 to Nov 2025
(302 days)

Through forms

> 710 Request to Facilities

Around 10 facilities contacted by single request
% for each request:
Italian facilities 60%
Slovenian facilities 40%

2,7 Nights

average staying

2 Adults (+ 2 Children)

average guests

Italy
Austria
Germany
Slovenia

Request sent from

Insight
From Jan
to Nov 2025
≈ 3.000.000 views

Insight
From Jan
to Nov 2025
> 13.300.000
impression

Budget for Adv: 0€

Conversion rate: more than 4,8%

Platform

> 454 new users

Growth* +569,8%

≈ 2.6M views

Growth* +681,2%

> 526K users

Growth* +518,9%

1 min 56 sec

Average visit duration

*compared to 2024

WebApp

> 67.5K users

≈ 300K views

Around 1000 views/day

5 min

Average visit duration

Most visited pages

- 01** Events (Programme)
- 02** Home
- 03** Webcam
- 04** Official programme / About
- 05** Visit
- 06** Borderless Map
- 07** What to see
- 08** Transalpina – Europe Square
- 09** Join us
- 10** Plan your visit

Most visited events

1. From station to station (opening)*
2. McCurry
3. Andy Warhol Beyond Borders
4. Gusti di Frontiera / Borderless Tastes*
5. 14th stage of the Giro d'Italia
6. Smuggling Tour
7. Gorizia Carnival
8. Thirty Seconds to Mars
9. Eta Sadnar Brezik
10. Robbie Williams
11. Vipava Valley Rally
12. Borderless Friendship*
13. The Kolors
14. Zoran Mušič: The Zurich Room
15. Ungaretti Poet and Soldier
16. Vipava Valley Wine Train
17. Sting
18. Tomi Janežič: 1972
19. Alexander Gadjiev: Meeting Point
20. Alessandro Barbero in Kobarid

*Stop the city moment

Most visited projects

- 01** Infermo + Borderless Body
- 02** From station to station (opening)
- 03** Zoran Mušič – Landscapes of the Body
- 04** Meeting Point
- 05** Tactile Gallery: The Art Beyond the Visible
- 06** EPIC
- 07** Benedetti Life
- 08** Dodekalogija 1972–1983
- 09** Journey to Reims
- 10** Art Against the Rifle

Most visited events



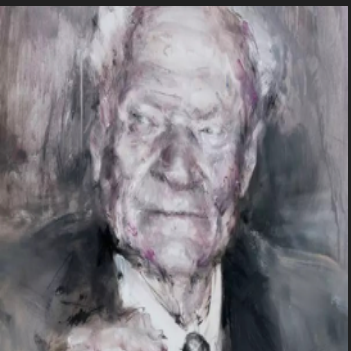
JAN

Wulz Photography
Eta Sadar Breznik
From station to station (opening)*



FEB

Gorizian Carnival
GO! 2025: la festa continua
From station to station (opening)*



MAR

Smuggling Tour
Andy Warhol - Beyond Borders
Ungaretti. Poet and Soldiers

Most visited events



APR

Borderless Friendship*
Andy Warhol - Beyond Borders
Steve McCurry - Eyes upon the world



MAY

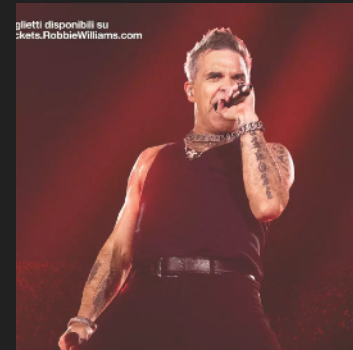
14th stage of the Giro d'Italia
The Kolors
Vipava Valley Rally



JUN

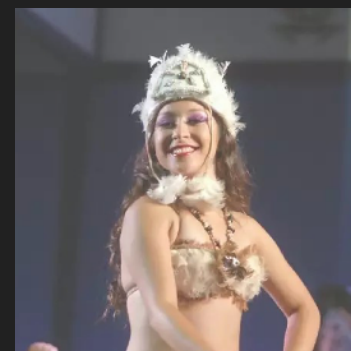
Journey to Reims
Massive Attack
Thirty Seconds to Mars

Most visited events



JUL

Alexander Gadjević
Robbie Williams
Alfa



AUG

Opening of the EPIC Café @ EPICenter
San Rocco Sagra
World Folklore Festival "Gorizia Castle"



SEP

Borderless Tastes*
Gusti di Frontiera Alessandro
Barbero in Kobarid

Most visited events

			<div>OCT</div> <div>St. Martin\'s Festival in Šmartno R.O.R Festival GO Makers</div>
			<div>NOV</div> <div>Saint Andrew Fair 2025 Franco Basaglia Borderless Light - Closing Ceremony*</div>

[...]

Special Mentions

JAN

- Massive Attack
- Sting
- Festival Storia

FEB

- Ungaretti. Poet and Soldiers
- Tomi Janežič: 1972
- In Search of the Lost Language – Unable to...

MAR

- The renovated Museum [...] in Miren
- Caste Trail
- Scooter Italia 1945-1970

APR

- Festival of Roses
- XXI Nations Tournament
- Tactile Gallery: The Art Beyond the Visible

MAY

- Festival Storia
- Mediterranea 20 — Young Artists
- Brda Cherry Festival

JUN

- Tree Orchestra / Symfonic Forest
- Brda Cherry Festival
- Safety Love

JUL

- Jumping overcoming boundaries
- Silvan Furlan Open-Air Cinema
- The intelligence of borders: Milaneseiana

AUG

- Festival of rebellion music by Če povem
- Zoran Mušič: The Zurich Room, the Works...
- Borderless Beer Fest

SEP

- Let's GO! Cosplay and fun
- Tattoos. Marks on the skin, traces of identity
- Verde Capitale

OCT

- Borders from Gauguin to Hopper
- Three glances (McCurry, Majoli, Krese)
- Terre di Pace: a Festival of Faiths, Cultures...
- In Search of the Lost Language – Unable to...

NOV

- Gorizia DanceSport Festival 2025
- Slavoj Žižek: Quantum history
- Festival of Complexity

DEC

- Ongoing

2024 Highlights



MAY
Festival storia



SEP
Gusti di Frontiera



JUN
For the beauty of the Earth:
John Rutter @ GO! 2025



OCT
Alanis Morissette



AUG
Punk Rock Holiday



OCT
Sting



SEP
Borderless Party with
Baby Lasagna



DEC
Joker Out

Borderless Wireless

Project's Numbers
From Jan to Nov 2025

Comparison with 2024:

- ↑ Growth
- ↓ Decrease
- Stable position

Top 10 Countries

- ↑ Italy
- ↓ Slovenia
- ↑ Austria
- ↓ Germany
- Croatia
- United States
- United Kingdom
- France
- Netherlands
- ↑ Switzerland

Top 25 Regions*

- Ljubljana
- Lombardy
- Friuli-Venezia Giulia
- ↑ Nova Gorica
- ↓ Veneto
- ↑ Emilia-Romagna
- ↓ Lazio
- ↑ Vienna
- ↓ Piedmont
- ↑ Administrative unit Maribor
- ↓ Tuscany
- ↑ Tolmin
- ↑ Sicilia
- ↑ Koper
- ↓ Styria
- ↓ Trenino - South Tyrol
- ↑ City of Zagreb
- ↑ Kranj
- ↓ Lower Austria
- ↑ Bavaria
- ↓ England
- ↓ Sardinia
- ↓ Campania
- ↑ Idrija
- ↓ North Rhine-Westphalia

Top 25 Cities**

- Ljubljana
- Milan
- Trieste
- Rome
- ↑ Vienna
- ↑ Nova Gorica
- ↑ Bologna
- ↑ Venice
- ↑ Udine
- ↑ Maribor
- ↓ Gorizia
- ↓ Turin
- ↑ Ajdovscina
- ↑ Koper
- ↓ Padua
- ↓ Zagreb
- ↑ Graz
- ↑ Florence
- ↑ Cagliari
- ↑ kranj
- ↓ Bruck an der Leitha
- ↑ Bolzano
- ↑ Verona
- ↑ Monfalcone
- ↑ Pordenone
- ↑ London
- ↑ Frankfurt

* 2.8% is not set / detectable by the system
** 19.04% is not set / detectable by the system

Borderless Wireless

Project's Numbers
From Jan to Nov 2025

Comparison with 2024:

- ↑ Growth
- ↓ Decrease
- Stable position

Gender

- ↑ Female – 25%
- ↑ Male – 17%
- ↓ Unknown – 58%

Age*

- | | |
|----------|----------|
| 1) 45-54 | 4) 35-44 |
| ↑ 55-64 | 5) 25-34 |
| ↓ 65+ | 6) 18-24 |

Top 5 Languages

- Italian
- ↑ Slovenian
- ↓ English
- German
- ↑ Croatian

* more than 60% is not set / detectable by the system

Borderless Wireless

Project's Numbers

From Jan to Nov 2025

Comparison with 2024:

↑ Growth

↓ Decrease

– Stable position

Device

↑ Mobile – 66.4%

↓ Desktop – 32.3%

↑ Tablet – 1.8%

Main source channels

- Google
- whatsupcam.com
- Direct

↑ turismofvg.it

↓ slovenia.info

GO! 2025
NOVA GORICA
GORIZIA

Evropska prestolnica kulture
Capitale europea della cultura
European Capital of Culture