
How can ecomuseums improve local welfare and the landscape

IRES, Italy

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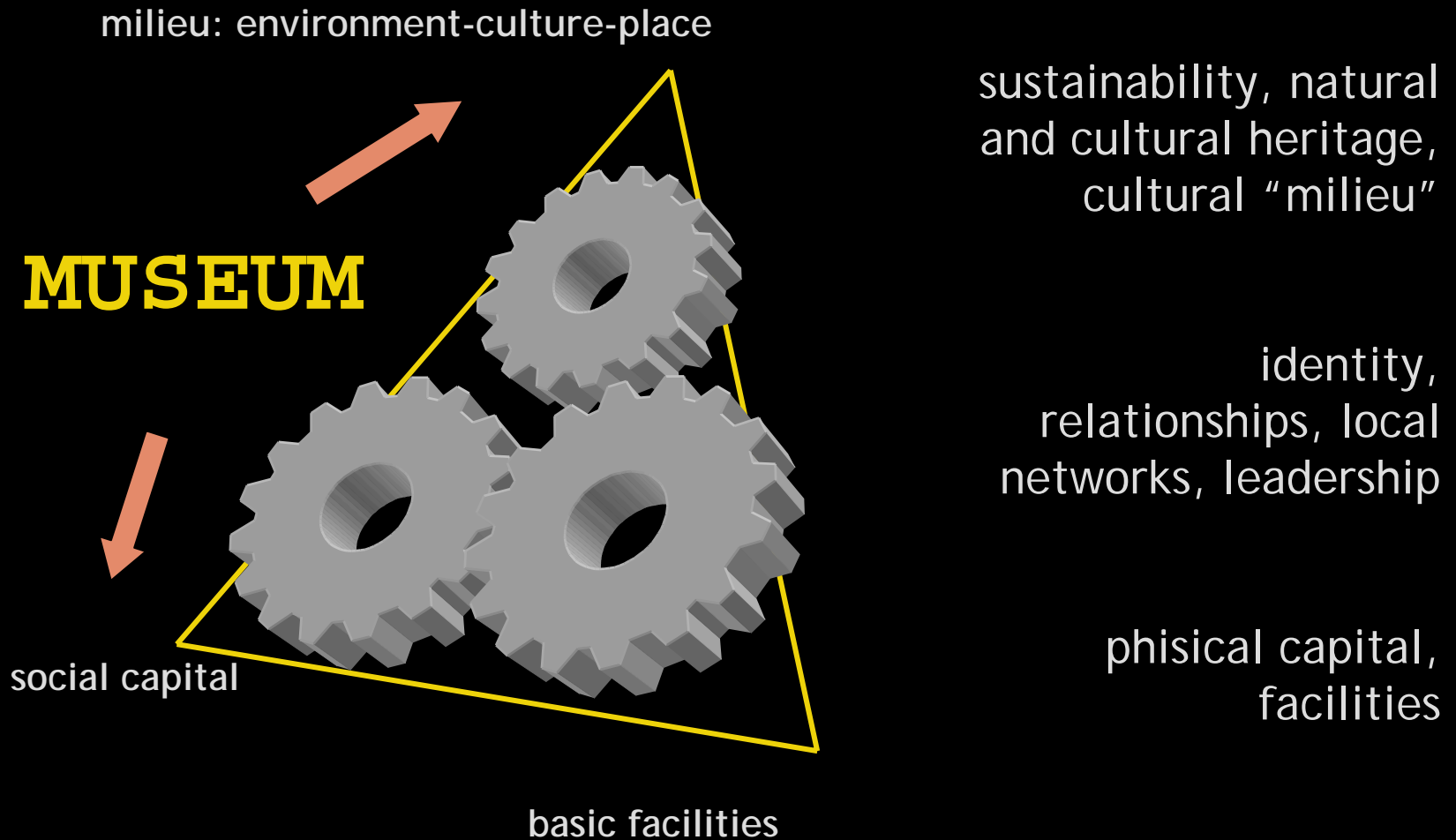
what is IRES?



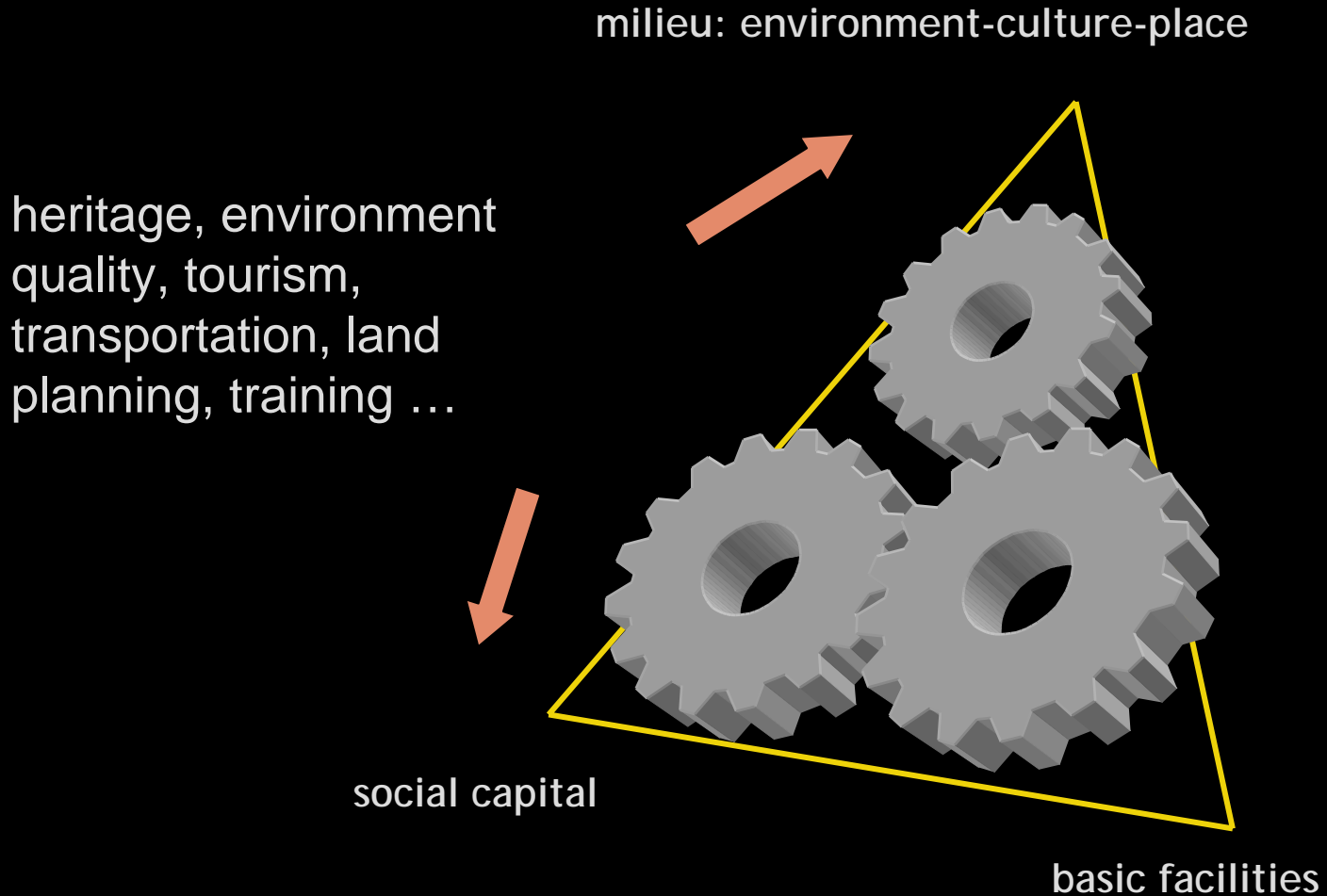
Research institute
Regional Government
Many fields

My fields:
local development
landscape
local heritage

the musuem as a local actor?



the museum as a local actor?



museum functions vs. museum purposes

“The traditional understanding of what constitutes a museum was couched in functional forms. It has proven comfortable. To focus museum rhetoric on the socially beneficial aspects of a museum would ultimately be to invite discussion on a wide range of political and moral issues that could well pit trustees against staff members and staff members against each other. By contrast, to focus on function (on the good, seemingly value-free work of collecting, preserving and displaying) projects with a sense of ideological neutrality, in which people of diverse social views are able to work more amiably together. In pursuit of professionalism museum workers have focused on what they see as “most distinctive “ rather than what is “most important”. They have become driven by “function” which can no more make a museum excellent than good bookkeeping can make a business flourish”

Stephen Weil, 1990, Rethinking the Museum, Washington, Smithsonian Institution Press

what is an ecomuseum?

a) what an ecomuseum has?
(its facilities)

b) what an ecomuseum does
(or should do)? (its results)

to have and to do

A safe car?

ABS brakes

many airbags

etc

Takes people to the destination without troubles

A friendly building?

skids for disabled people

Anti-panic doors

etc

Is actually used by willing disabled people

An ecomuseum?

many sites

no walls

etc

?

the frame and the painting

THE « VALUES » OF THE PLACE. To be able to « read » the values of a place and to understand all the opportunities it can provide.

PARTICIPATION. To empower people, who must be actors not only spectators; this implies to have clear goals and to know where we want to go, because people participate when they know for what

A VISION OF THE FUTURE. To link the past, the memory with new opportunities, respectful of the sense of place and of local heritage, based on it, but also introducing innovations, when necessary

Ecomuseum of the Terraces and the vine

Cortemilia (Northern Italy)

challenge: distrust

1919: ACNA company is converted into dyes production

1922: first protests of local people

1970: the government declares the Bormida river is “biologically
dead”

1987: 90% of abstention at the national elections to protest against
pollution

1994: a big slide almost destroys the village

1995: law on ecomuseums passed

1997: the factory is closed

2000: decontamination begins

Distrust and lack of confidence, people resigned to decline

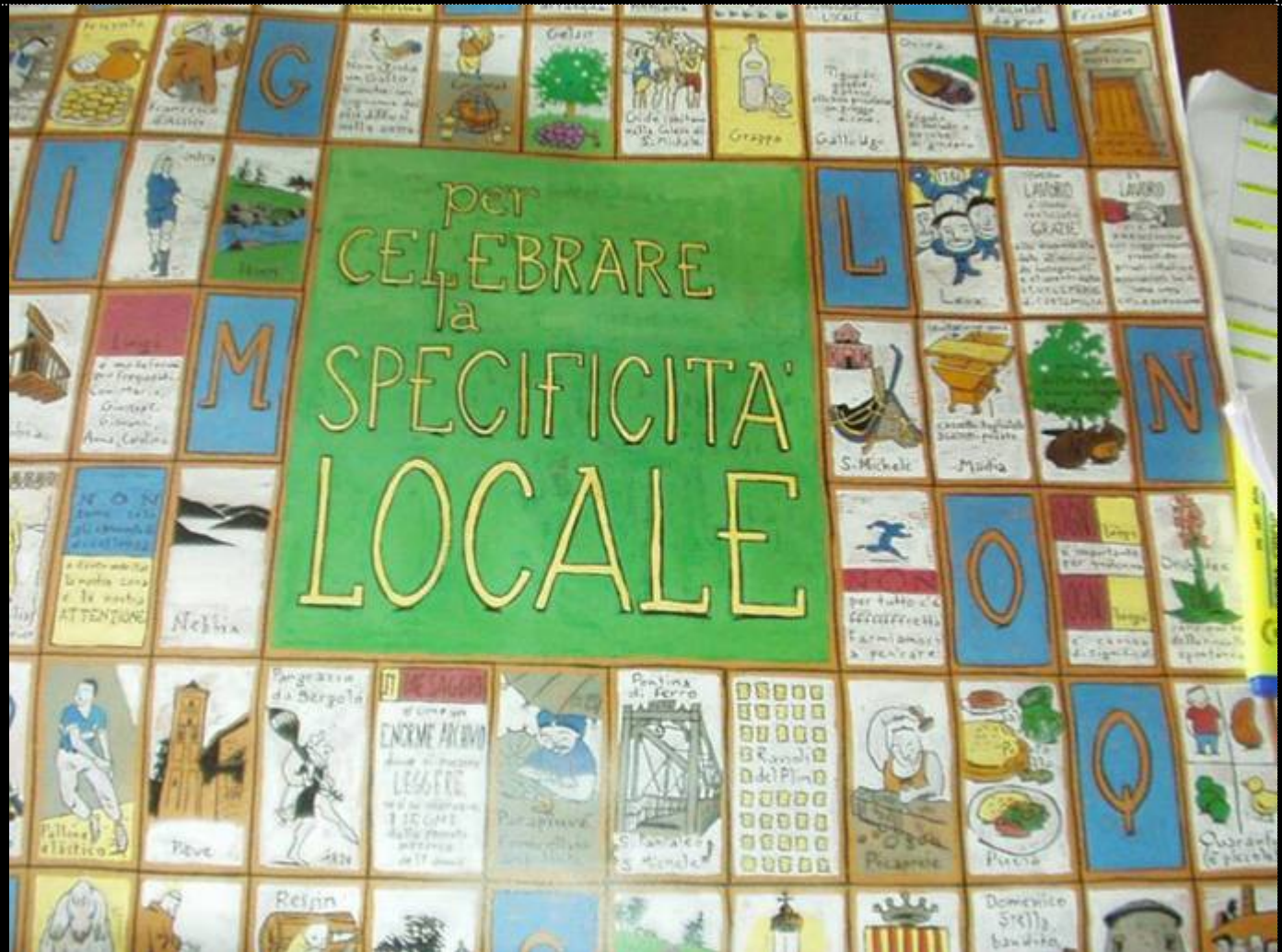
a terraces landscape



children >> parents



local distinctiveness



local recipes



children tales about local history



a leading example



a beautiful but neglected hill



summer camps and local people involvement



before: a ghost farm



now: a vital place for the community



before: a declining wine industry



now: a new « winescape »



results

1. Work with local schools grew a lot
 2. The contest "Tales for children" grew as a national event
 3. A social cooperative society was created (7 people, some with disabilities), in 2002 it collapsed but in 2005 was re-created
 4. The "DOC (denomination of origin) was obtained for a kind of local wine and a trust (8 producers) was created to improve its quality and to market it
 5. "Terraces" are now used as a brand. It is acknowledged as the landmark of the place
 6. The ecomuseum is now asked to manage many local meetings (especially by producers)
 7. More people now think "we can do it"
-

Ecomuseum of the Casentino

Casentino
(Toscana, Central Italy)

challenge: abandonment

old people



memory restoration



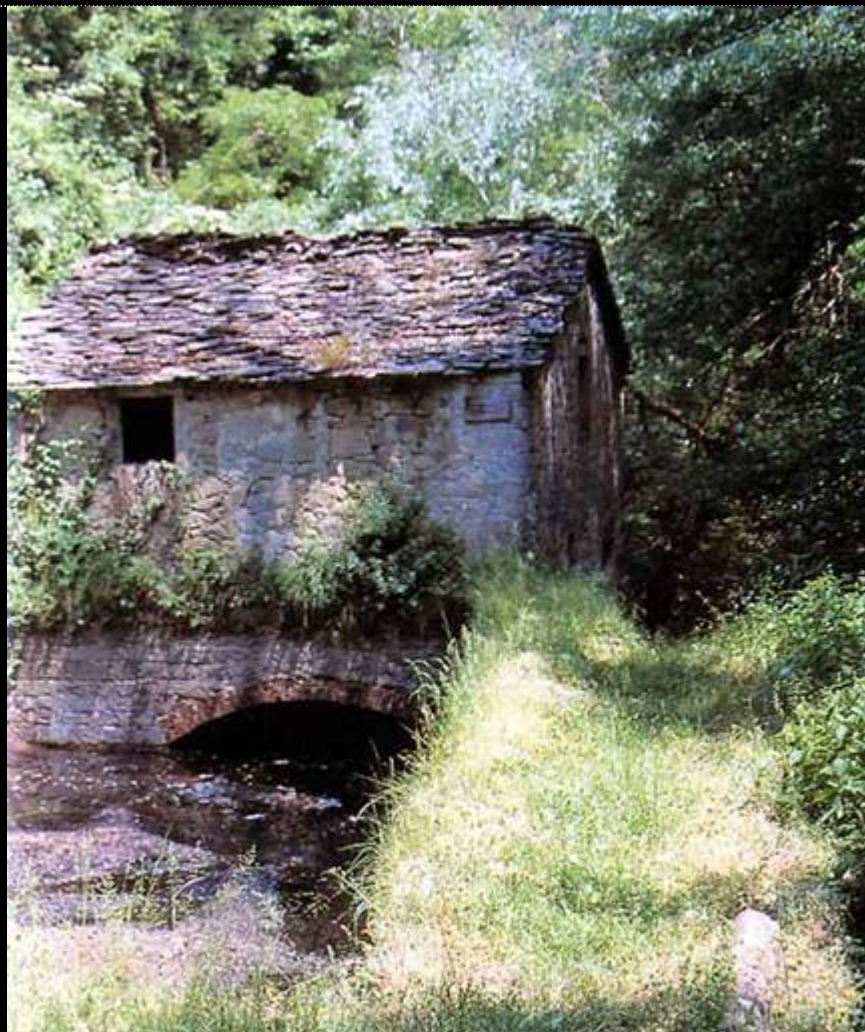
a Parish map



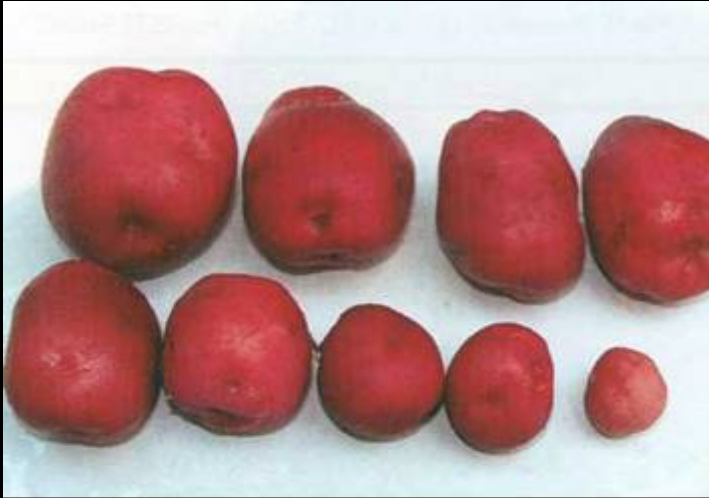
a little help from my friends



a new chestnut chain

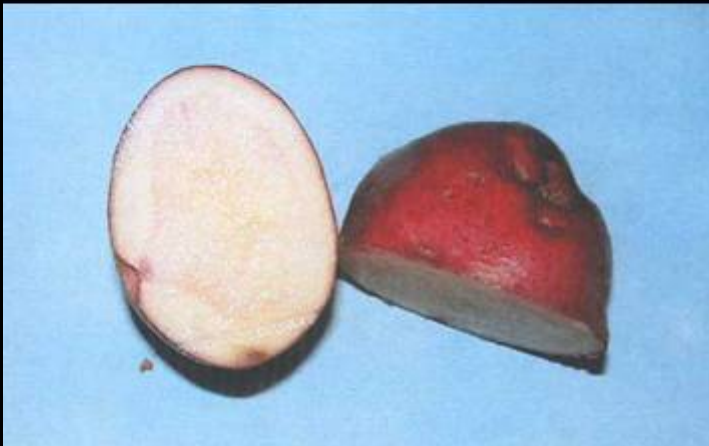


local products



1. origin copyrigh (DOP)

2. association for the
Cetica Potato (producers
and community
representatives)



3. marketing in shops and
restaurants

local products



2005 the "Consortium for the Cetica potato" is created

1. marketing of the product
2. cooperation to improve the product



Urban Ecomuseum in Turin

EUT 7

Turin (Piedmont)

challenge: local identity

re-discovering of the river



a Parish map ?



how many ecomuseums in Europe?



Ecomuseums

Ecomuseums Europe

- Belgium** [4]
- Czech Republic** [6]
- Denmark** [4]
- Finland** [1]
- France** [82]
- Germany** [2]
- Great Britain** [2]
- Greece** [1]
- Italy** [82]
- Netherlands** [1]
- Norway** [2]
- Poland** [9]
- Portugal** [13]
- Slovakia** [1]
- Spain** [38]
- Sweden** [12]
- Switzerland** [4]

Europe / Italy

- | | | |
|---|-------------|-------------|
| • Ecom. della Maiella Occidentale | Abruzzo | operative |
| • Ecomuseo Zompo Lo Schioppo | Abruzzo | operative |
| • Ecomuseo d'Abruzzo | Abruzzo | operative |
| • Ecomuseo del Fiordo di Furore | Campania | operative |
| • Centro Etnogr. della Civiltà Palustre | Emilia-R... | operative |
| • Ecomuseo Idro di Ridracoli | Emilia-R... | in progress |
| • Ecomuseo del Sale | Emilia-R... | operative |
| • Ecomuseo delle Valli di Argenta | Emilia-R... | operative |
| • Ecomuseo Lis Aganis | Friuli VG | in progress |
| • Ecomuseo della Val di Resia | Friuli VG | in progress |
| • Ecomuseo delle Acque del Gemonese | Friuli VG | operative |
| • Ecomuseo San Donato | Lazio | operative |
| • Ecomuseo del Litorale Romano | Lazio | operative |
| • Ecomuseo dell'Agro Pontino | Lazio | in progress |
| • Parco Didattico Nazzano | Lazio | operative |

local search

search

1 2 3 4 5 6

long networks



Italian Ecomuseums
working with
IRES

Local Worlds



**Local Worlds
European network of
ecomuseums**

A community of practices:

**A network of active members
willing to exchange their
practices**
