

## **POLIMIforICOM**

Il Politecnico di Milano, Ateneo di formazione di progettisti che lavorano alle diverse scale dell'architettura, partecipa con l'iniziativa **POLIMIforICOM** alla 24<sup>a</sup> General conference ICOM, MUSEUMS AND CULTURAL LANDSCAPES e al dibattito che investe oggi la valorizzazione del patrimonio culturale, il museo, la sua architettura, gli allestimenti e gli spazi interni, fino ai rapporti fra pratiche museali, musei di comunità, ecomusei, sviluppo locale e paesaggi culturali.

POLIMI for ICOM si presenta con due eventi.

Il convegno **IL MUSEO ITALIANO FRA TRADIZIONE E INNOVAZIONE** propone una riflessione sul rinnovato ruolo sociale del museo, nel cambio di prospettiva culturale dovuto alla considerazione degli aspetti di cultura materiale nell'ambito della tutela con un preciso impegno per la trasformazione della realtà museale, della sua organizzazione e della sua architettura nella realtà contemporanea.

Due mostre testimoniano l'attualità del tema all'interno del Politecnico: **PROGETTARE MUSEI/DESIGNING MUSEUMS**, che ha come oggetto la progettazione in ambito museale, dall'architettura alla museografia, dall'allestimento alla museotecnica, al rapporto fra museo e territorio, e **FREDI DRUGMAN: IL PROGETTO AL MUSEO** dedicata alla figura di Fredi Drugman docente e progettista, fin dagli anni '70 instancabile promotore del museo quale luogo di cultura e di scienza, di dibattito sociale e politico, di incontro e di vita civile.

Il convegno **MUSEUMS AND CULTURAL LANDSCAPES. The ecomuseums and community museums perspectives** presenta riflessioni, progetti e buone pratiche di valorizzazione del paesaggio e del patrimonio naturale e culturale, attraverso il coinvolgimento attivo delle comunità locali, per formare, sensibilizzare e promuovere lo sviluppo sostenibile del territorio.

Si tratta di una occasione di confronto interdisciplinare a livello internazionale sull'importanza della partecipazione delle comunità e della valorizzazione del patrimonio culturale quali leve dello sviluppo locale. Una riflessione in linea con il ruolo sociale del progetto in risposta alla domanda di rigenerazione e valorizzazione ambientale e fruitiva dei sistemi territoriali, urbani e edilizi.

In questa logica operano gli ecomusei e i musei di comunità, attivando processi partecipati di riconoscimento, cura, gestione e promozione dei paesaggi culturali al fine di favorire uno sviluppo sociale, ambientale ed economico in sintonia con i valori e le esigenze delle comunità.

Le relazioni al convegno e la poster session che lo affianca documentano l'attualità del tema con una selezione di esperienze provenienti da tutto il mondo.

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The Politecnico di Milano, Athenaeum dedicated to the education of architects and designers who operate in the field of the built environment, participates in the 24<sup>th</sup> General conference of ICOM, MUSEUMS AND CULTURAL LANDSCAPES, by promoting the initiative **POLIMIforICOM**, thus contributing to the ongoing debate concerning the enhancement of the cultural heritage, the museum, its architecture, exhibition settings and interior spaces, as well as the relationship among museum practices, community museums, ecomuseums, local development and cultural landscapes.

**POLIMIforICOM** includes two conferences.

The conference **THE ITALIAN MUSEUM BETWEEN TRADITION AND INNOVATION** aims at reflecting on the renewed social role of the museum, and on the evolution of the cultural perspective ensuing from the reconsideration of aspects of material culture in the preservation issues, and from the commitment to the transformation of museums, their organization and architecture in contemporaneity.

The strategic role of this topic within the tasks of Politecnico di Milano is illustrated by two exhibitions: **PROGETTARE MUSEI/DESIGNING MUSEUMS**, which explores the design activities in the museum field, ranging from architecture to museography, from display setting to museotechnics, and to the relationship between museum and territory, and **FREDI DRUGMAN: IL PROGETTO AL MUSEO** dedicated to the figure of Fredi Drugman, a professor and designer who, since the '70, has tirelessly promoted the museum as a place for culture and science, for social and political debate, for encounters and civic life.

The conference **MUSEUMS AND CULTURAL LANDSCAPES. The ecomuseums and community museums perspectives** intends to present critical reflections, projects and best practices related to the enhancement of natural and cultural landscape and heritage, serving as lever for the active participation of local communities, raising awareness, shaping and promoting the sustainable development of the territories.

By providing a significant opportunity for an international and interdisciplinary debate, the conference is meant to foster new considerations on the role of community engagement and the promotion of cultural heritage as strategical levers for local development. These questions draw on the social tasks of the project related to the request of regeneration and enhancement for the environmental quality and use of territorial, urban and built systems. Ecomuseums and community museums operate in this framework, activating participative processes and facilitating the recognition, management and promotion of cultural landscapes with the aim to foster a sustainable social, environmental and economic development, harmoniously evolving along with the values and needs of the community.

The presentations at the conference and its poster session demonstrate the relevance of such issue with a variety of experiences from all over the world.

## **MUSEUMS AND CULTURAL LANDSCAPES**

### **The ecomuseums and community museums perspectives**

Politecnico di Milano, Aula De Donato, July 7th 2016

**h 9.00 Registration**

**h 9.30 Welcome**

Federico Bucci, *Vice Rector, Politecnico di Milano*

Stefano Della Torre, *Head, Department of Architecture, Built environment and Construction engineering, Politecnico di Milano*

Alberto Garlandini, *President, ICOM Conference Milano 2016*

**h 10.00 Opening**

Elena Mussinelli, *Full professor of Architectural technology, Politecnico di Milano*

**h 10.15 The ecomuseum and community museums approach to landscape enhancement: theoretical considerations and experimentations**

Chairman: Gerard Corsane, *Senior lecturer in Heritage, Museum & Gallery, Newcastle University*

**Sociomuseology and community museums** - Ana Mercedes Stoffel (*Portugal*)

**The concept of ecomuseum collection** - René Binette (*Canada*)

**Participación social en los museos del País Vasco. Un paisaje desdibujado** - Iñaki Díaz Balerdi (*Spain*)

**Ecomuseums and Unesco heritage sites: shared management strategies** - Raffaella Riva, Eduardo Salinas Chávez, Rosela Ayala Hernández (*Italy, Cuba*)

**Getting to the core: can ecomuseums foster cultures of sustainability?** - Glenn C. Sutter, Lynne Teather (*Canada*)

**h 11.15 Projects of ecomuseums and community museums for the cultural landscapes enhancement: case studies and proposals**

Chairman: Alexandre Delarge, *President, Fédération des écomusées et des musées de société*

**Brazilian cultural melting pot. Culture with accent on ecomuseums and community museums: the immigrants' memory in the cultural landscape** - Odalice Priosti, Walter Priosti (*Brasil*)

**Museums and voiceless audiences. Socially responsible practices with and for asylum seekers and refugees** - Federico Sabatini (*Italy*)

**The biographical approach in museological methodology. The Catembe project as ecommuseum (Mozambique)** - Pedro Pereira Leite, Mário Souza Chagas (*Portugal, Brasil*)

**El Museo integral de la Reserva de biosfera de Laguna Blanca** - Daniel Delfino, Sabine Dupuy, Alejandro Diaz, Valeria Espiro, Gustavo Pisani, Andres Barale, Anais Viennot (*Argentina*)

**Serra de Ouro Preto: multiple landscape designed by nature, culture and heritage** - Yara Mattos, Marcia Maria Arcuri Suñer, Rodrigo Luiz dos Santos, Paulo Otávio Laia (*Brasil*)

**Failure of citizen participation in the process of making a historic park** - Mariko Takibata (*Japan*)

**Argenta Ecomuseum - culture, water landscape and social economy** - Nerina Baldi (*Italy*)

**Technological foot-print and cultural identity: the proposal of the Ecomuseum of the Water in Sant'Agata de Goti** - Antonella Violano, Antonio Maio (*Italy*)

**Musa: a diffused museum and workshop to experience rural landscapes and food culture in a metropolitan area** - Lionella Scazzosi, Matteo Mai (*Italy*)

**Rethinking the margins: the Ecomuseo Casilino Ad Duas Lauros and the suburb of Rome** - Alessandra Broccolini, Claudio Gnessi (*Italy*)

**Please save Oudlajan as a museum without walls** - Susan Habib, Navid Jamali, Shaghayegh Shahhosseini (*Iran*)

**h 13.30** Lunch break

**h 14.30** **Cultural landscapes and local development: activities and best practices from ecomuseums and community museums**

Chairman: Óscar Navajas Corral, *Lecturer, Centro de Estudios de Urbanismo y Arquitectura*

**Ponte-Ecomuséu. A link between innovation and community involvement** - Óscar Navajas Corral, Jesús Fernández Fernánd (*Spain*)

**Desafíos de la conservación e interpretación en centros documentales en Valparaíso** - Angela Herrera Paredes (*Chile*)

**Museo histórico de Placilla: primer museo comunitario de Valparaíso** - Pamela Fuentes Pradenas, Francisco Rivero Araus (*Chile*)

**Implications of the solidarity tourism and perceptions of the residents in Bogöztepe Ecomuseum** - Mustafa Doğan, Gizem Cincin (*Turkey*)

**Landscape maps knowledge and management tools for the cultural heritage** - Paola Branduini, Raffaella Lavisio, Cristina F. Colombo (*Italy*)

**Ecomuseo del Sale e del Mare di Cervia. Mappe del paesaggio per cittadini e cittadini temporanei** - Daniela Poggiali (*Italy*)

**Ecomusei e produzione sociale del paesaggio in Puglia** - Francesco Baratti (*Italy*)

**Open sky museums and landscape interpretation** - Ivana De Toni, Elisabeth Hind (*Italy*)

**Ecomuseo della Pastorizia: historical native and alpine communities** - Diego Deidda, Stefano Martini, Maria Elena Rosso (*Italy*)

**L'Ecomuseo delle case di terra Villa Ficana e Macerata** - Anna Paola Conti (*Italy*)

**The network Ecomuseum of Trentino** - Adriana Stefani (*Italy*)

**Festasaggia. Landscape-friendly village festivals** - Andrea Rossi (*Italy*)

**Resiliency in the Italian Alps. Nature, art & habitat, a multidisciplinary residency in the Taleggio Valley** - Ilaria Mazzoleni, Anna Santi (*Italy*)

**Inspiring landscape future** - Raul Dal Santo, Lucia Vignati (*Italy*)

**Pratiche territoriali di partecipazione e valorizzazione nel Nord Milano** - Michela Bresciani, Silvia Mascheroni, Alessandra Micoli (*Italy*)



24<sup>TH</sup> GENERAL CONFERENCE · 3-9 JULY 2016 · ITALY

*Ecomuseums and community museums forum in ICOM 2016  
The offsite meeting - July 7th*

**The interaction between man and the territory. The role of Wikipedia, OpenStreetMaps and open licenses in enhancing involvement and participation. The case of Ecomuseo delle Grigne leading the Wikipedia world gathering “Wikimania Esino Lario 2016” - Iolanda Pensa (*Italy*)**

**Project - Eco-archaeological park Onega petroglyphs - Maria Razorenova (*Russia*)**

**h 17.30          Discussion**

**h 18.00          Conclusion**

Hugues De Varine, *researcher in local development and heritage strategies*