



## **17<sup>th</sup> Forum Maritime Heritage of the Mediterranean**

### **MARITIME MUSEUMS AND COASTAL COMMUNITIES**

#### **Research and Valorisation of the Territory:**

#### **Museum Education and Cultural Tourism**

**Gabicce Mare / Pesaro, 29 - 30 May 2011**

The museum has been defined in article 2.1 of the Charter of the International Council of Museums as a permanent institution, non profit making and for the service of society and its development. Open to the public it carries out research regarding material and immaterial evidence of humanity, and of its environment; it acquires, conserves, communicates, but above all it presents its findings for study, educational and pleasurable purposes.

The theme of the 2011 Forum will concentrate on two important aspects of museum activities: research and its dissemination through education at museum and cultural tourism programs. Tangible and intangible maritime heritage, which is the basis for the research undertaken by Association of Maritime Museums of the Mediterranean (AMMM), can be very attractive for the development of innovative educational activities, and certainly for the conception of cultural tourism programs and products related to maritime culture. Tourism actions and activities are important not only to attract visitors to our maritime museums, but also to create a strong maritime cultural identity of cities and regions, in which our museums are located.

The opening lecture given by Marxiano Melotti, a prominent expert in cultural policies and lecturer in Sociology of Tourism at the Milano University, will introduce this year's theme explaining how research in museums is transformed into creative educational and cultural tourism museum programs. The Keynote speech will explain how museums differ from other research institutions and cultural organisations when related to their open approach to research outputs, addressed to a wider public for the purpose of education, study and enjoyment.

In the first session of the Forum, entitled *Large Scale Projects*, there will be presentations by AMMM museums that develop specific research strategies and projects, and, as a result, significant educational and cultural activities. Speakers will focus as well on explaining methodologies used and evaluation applied: public reaction, number of visitors, communication actions, change of policies tackled in research...

In the second session called *Laboratory of Ideas*, other AMMM museums will have the opportunity to present short speeches illustrating the cultural policy developed by each museum; the relationship between research, transfer of knowledge, and cultural tourism projects. The objective is to show how research, -conducted within the work of museum curators-, leads to the creation of training programmes, pedagogical activities and the development of innovative cultural tourism offers related to the valorisation of maritime heritage and its local community.

The host museum at Pesaro will present the experiences developed in the territory over the last few years, which centre on the recovery of maritime traditions; as well as the project of creation of an eco-museum, based on the enhancement of the coast between Gabicce Mare and Marotta. This is a very evocative and fascinating coastline, for its landscape and its original legacy of civilisation and maritime culture, which has changed over time.

## Preliminary Program

### Sunday, 29<sup>th</sup> of May – Gabicce Mare

#### *Meeting room Hotel Michelacci*

- 09.00 – 09.15h** Welcome by a representative of Pesaro and the AMMM President
- 09.00 – 10.00h** **Keynote Speech**  
Prof. Marxiano Melotti, expert in cultural policies and lecturer in Archaeology and Sociology of Tourism, Milano University
- 10.00h** **Large Scale Projects**  
Presentations by AMMM museums involved in grand scale research projects (30 min. contributions)
- *From Theory to Practice: Research at Maritime Museums*  
Enric Garcia, Researcher, Museu Marítim de Barcelona, Barcelona, Spain
  - *Pierangelo Campodonico. Galata. Museo del Mare, Genoa.* Title to be determined.
  - *Museums and the (Re)creation of the Identities of Small Maritime Communities*  
Tea Mayhew, Curator, Maritime and History Museum of the Croatian Littoral Rijeka
- 13.30h** Lunch organised by the Municipal Administration of Gabicce Mare
- 16.00 – 19.00h** **Laboratory of Ideas**  
Short communications by other AMMM museums (15 minutes)
- *Traditional boats: from the Dockyard to the Museum, from Research to Didactics*  
Davide Gnola, Director, Museo della Marineria, Cesenatico, Italy
  - *Maritime Smuggling at l'Escala. A Research Project and Difusion of the Museu de l'Anxova i de la Sal.*  
Lurdes Boix, Director, Museu de l'Anxova i de la Sal, L'Escala, Spain
  - Pomorski Muzej "Sergej Masera", Piran, Slovenia. Title to be determined.
  - *Materialisation of a project: The Space of Fish, 2006-2011*

Miquel Martí, Director, Museu de la Pesca, Palamós, Spain.

**20.00h** Dinner in Gabicce Mare

**Monday, 30th May – Pesaro**

**08.00h** Transportation by motor ship “Queen Elisabeth” from Gabicce Mare to Pesaro. Transfer to the meeting room building.

*Sala della Provincia*

**09.00h** **Laboratory of Ideas (second part)**

Short communications by other AMMM museums (15 minutes)

- *Historical Boat Replicas Project: "Kancabaş"*  
Ali Riza Isipek, Director, Istanbul Naval Museum, Turkey
- Mercè Toldrà, Coordinator, Museu del Port de Tarragona, Spain. Title to be determined.
- Anna Fuentes, Director, Museu del Mar, Lloret de Mar, Spain. Title to be determined.
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**13.00h** Transfer to Villa Molaroni. Lunch organised by the Management Entity of the Museo della Marineria de Pesaro

**14.30h** Guided visit to the Museo della Marineria de Pesaro (Italian and English languages)

**16.00h** AMMM General Assembly (for members only)

**19.00h** Transfer by bus from Pesaro to Gabicce Mare (hotel)

**20.00h** Dinner at Gabicce Mare