

21ST Forum of the Mediterranean Maritime Heritage

MUSEUMS AND SEA CULTURAL LANDSCAPES

Venice Arsenale and Forte Marghera, Venice

6, 7 & 8 May, 2015

The Mediterranean Maritime Museums are involved in the collection, interpretation and preservation of the meanings and values related to the sea and its culture. In this sense they are active spaces for the interaction between cultural heritage, mankind work and the natural environment, Cultural landscape condensers aware of their active role in the evolution of contemporary society.

In the twenty-first AMMM Forum, Museums share their experiences, foster the best practices exchange and discuss the scientific and operational guidelines to better interpret their relationship with urban ecosystems and the assets protection, in the perspective of a social, economic and environmental sustainability, integrating the evolutionary context of the territory in local and trans-continental levels.

AMMM will focus the Forum event on drafting the guidelines with the aim of participating in the International Council of Museums (ICOM) General Conference to be held in Milan in year 2016, entitled "Museums and cultural landscapes". The Venice 'Biennale d'Arte' and a scientific event, appendix of the Expo of Milano, dedicated to waterscapes will be held those same days.

The Forum is structured in four Sessions or Workshops:

1 - PLACES

(Museum and physical space: geography, territorial topography, architecture, urban planning).

Coordinator: David Gnola

Involving the Museums in cultural landscape care and management, means to develop their natural vocation, extending their responsibilities from collections to assets and territory. A museum responsible for the landscape is considered a heritage and land interpretation center, promoting the knowledge about places and making citizens and visitors aware of his constitutive values, also asking for their involvement in value preservation, promotion and enhancement.

2 – COMMUNITY

(Reference communities importance of Museums, staff and operators role, territorial networks, partnerships, relationship between museum's identity and territory).

Coordinator: Maria Paola Profumo

A Museum responsible for landscape, has the task of sharing this responsibility within partnerships with other public and private subjects.

Creating and developing "landscape communities" and keeping it alive over time, should be one of the museums' strategic goal and a topic to be planned, concerted, coordinated and shared with all actors involved in cultural landscape protection, care and interpretation. Only an extended network of landscape communities, active, branched and extensive, can achieve an efficient landscape protection and enhancement.

3 – INTERPRETATION

(Reading tools for landscape, territory and its history: documents, images and literature; multimedia technologies and applications, storytelling and, excite emotions, empathy communication).

Coordinator: Elvira Mata

The interpretation is one of the main challenges of the museums that must be capable to raise the interest of the single visitors as well as also to set up an interaction between the different delivered messages and the life and the environment of the citizens. A museum fully responsible of the landscape that acts on it for interpreting it and valorise it as material and immaterial entity involving all the cultural, economic and professional resources useful to an innovative and involving museology.

4 – POLICIES

(Policy - cultural, tourism, economic, social, infrastructure - incidence and interaction between these policies, museums' activities and sea cultural landscape).

Coordinator: Tea Perincić

The museum in charge of the landscape participates actively to the government of the territory in the processes of territorial and urban planning and of definition and carrying out of the landscape policies. The museums, with their activities of protection, conservation and interpretation of the cultural heritage present inside and outside of their walls, can provide a significant contribution in terms of knowledge of the territory, of the heritage and of the landscape.

Each Workshop will be in plenary session and open to the public, introduced by a Key Speaker that will describe the theme.

Each member or potential member that wishes to form part of AMMM can present a good practice (if possible carried out in 2014) by participating in the different workshops.

The organisation of the Forum and the coordination of the works is carried out by Marco Polo System GEIE, in collaboration with the AMMM Secretary, Lluïsa Prieto.

The Forum Programme Committee was formed by: Maria Paola Profumo, Franca Acerenza, Elvira Mata, Roger Marcet, Davide Gnola, Tea Perincić, Franco Juri, Daniele Sferra, and Andrea Bonifacio.

Programme

Wednesday, 6th of May

Arrival and accommodations at facilities preferably nearby the Arsenale

18,00h AMMM Executive Committee Meeting at the Navy NCOs Club

Thursday, 7th of May

Library of the Institute of Military Maritime Studies, Arsenale di Venezia

9.30h Greetings from the authorities
Introduction to the 21st AMMM Forum, Maria Paola Profumo, AMMM President
Introduction to the Workshops, Andrea Bonifacio, Marcopolo System, GEIE

10.00h **Towards the 2016 ICOM International Congress: Museums and Cultural Landscape,**
Alberto Garlandini, President, Italian Organisation Committee of ICOM Milano 2016

Workshop 1: Places (Museum and physical space)

Coordinator: Davide Gnola

10.30h **Planning of the Coastal Landscape**
Key Speaker: Chiara Quaglia, Collaborator, Regione del Veneto

11.00h **Cultural Valorisation of the Arsenale of Venice and the Naval History Museum**
Cristiano Patrese, Head of the Office of the Arsenale Project

11.10h – 11.30h Coffee break

11.30h **The Preservation of the Cultural Landscape in the European Programming – The case of Piran,** Franco Juri, Director, Museo del Mare Sergej Masera, Piran

11.40h **The Space of Memory (Urban)**
Giuseppe Merlini, Responsible for the Museo del Mare e Archivio Storico del Comune di San Benedetto del Tronto

11.50h **Evolvement of the coast of Salerno and Vietri through Old Postcards from G. Giordan**
Alberto Senatore, President, Ecomuseo marittimo della costa di Salerno

12.00h **Fishermen Plowing Rice in the Marshes Fields on the Coast of the North of Catalunya**
Lourdes Boix Loch, Director, Museu de l'Anxova i la Sal de L'Escala

12.10h – 12.30h Debate

12.45h Lunch (+guided tour to some Pavilions of the Biennale, 56th Intl Art Exhibition, Arsenale)

Workshop 2: Community (Reference communities importance of Museums)

Coordinator: Maria Paola Profumo

15.00h **L’Arsenale di Venezia e la Convenzione di Faro**
Key speaker. Marina dragotto, Ufficio Arsenale, Comune di Venezia

15.30h **Carta del mare 2.0**
Maria Paola Profumo, President, MuMA-Istituzione Musei del Mare e delle Migrazioni, Genova and AMMM President

15.40h **Sea and Alife Memory in Palermo**
Cristina Alga, Ecomuseo Mare Memoria Viva, Palermo

15.50h **Presentation and Analysis of Activites Developed by Some Museums of the Network of Maritime Museums of the Catalan Coast**
Evira Mata i Enrich, Deputy Manager, Museu Marítim de Barcelona

16.00h **Approaching Children: My First “Peicia” Batana as Didactic Tool in Transferring Knowledge on Maritime Heritage**
Tamara Nikolić Derić, Professional collaborator, Ecomuseo Casa de la Batana, Rovijn

16.10h **Boats Workshop of Paulilles**
Samuel Villevieille, Responsible for Maritime Heritage at Paulilles

16,20h – 16,35h Debate

Workshop 3: Interpretation (Reading tools for landscape, territory and its history)

Coordinator: Elvira Mata

16.35h **There is nothing more practical than a good theory (prof. Tomislav School). Strength of theoretical knowledge in development of (maritime) Museums**
Key Speaker: Dr. Verena Vidrih-Perko, Director, Heritage Directorate of the Culture Ministry of the Republic of Slovenia

17.05h **Travel Ideas**
Franca Acerenza, Responsible for the Educational Service, Mu.MA-Istituzione Musei del Mare e delle Migrazioni, Genova

17.15h **Once Upon a Time There was the Sea at Bagnoli**
Antonia Maria Casiello, Collaborator of the Museo del Mare di Napoli

17,25h **Ecomuseum of the Pesaro Littoral. A Project for the Territorial Acknowledgment and Valorisation of the Adriatic Culture**
Maria Lucia De Nicolò, Università di Bologna, Director, Museo della Marineria di Pesaro

17,35h **Example of an Inventory of Real State Maritime Heritage of Port Cities. First Step Toward a Maritime Museum**
Jean-Louis Conil, President and Steering Committee Member, Fédération du Patrimoine Maritime Méditerranéen

17.45h **Nelson in Sicilia**
Pietro Maniscalco, President, Comitato Arsenale di Palermo

17,55h – 18,10h Debate

18,15h Visit to the Arsenal

Friday, 8th of May

9.00h Riva degli Schiavoni
Transfer from Venice to Forte Marghera by motorboat

Workshop 4: Policies (Policy: cultural, tourism, economic, social, infrastructures)

Coordinator: Tea Perincić

10.30h **Notes for the European and Local Cultural Policies**
Key Speaker. Pietrangelo Pettenucci, Marco Polo System, GEIE

11.00h **Policies from the point of view of MIT**
Andrea Bonifacio, Director, Marco Polo System, GEIE

11.10h **Beyond the Sea. To Promote the liquid canal streets of the Serenissima**
Eriberto Eulisse, Director, Centro Internazionale Civiltà dell'Acqua, Venetia

11.20h **Restoration of a National Historic Landmark Building and Visual Reference of the Port of Mahón**
Isabel Espiñero, Presidenta, Fundación Hospital de la Isla del Rey, Menorca

11.30h – 11.45h Debate

11.45h **Conclusions and closure by Maria Paola Profumo, AMMM President**

13.00h Lunch

14.30h Guided tour to the Museo delle Imbarcazioni Tradizionali di Forte Marghera

15.30h – 17.30h **General Assembly** (Members and new proposals)