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# Ecomusei

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## **Introduzione**

### **Ecomusei come Laboratori di Comunità per narrare i luoghi e nutrire l'immaginario**

Salvatore Colazzo - Ada Manfreda - Antonio Palmisano p. 9

## **Introduction**

### **Ecomuseums as Community Laboratories for narrating places and nourishing the imagination**

#### **Abstract**

The authors address contemporary ecomuseology, exploring the potential of ecomuseums as cultural, social and ecological devices capable of forging new connections between heritage, territory and community. Based on the research carried out by numerous scholars on today's ecomuseums, their impact on local development is analysed. Among these impacts, the creation of economic opportunities derived from the increased attractiveness of places, due to the attention given to ecomuseums by local communities, is highlighted.

**Keywords:** ecomuseum, ecomuseology, local development, local community, cultural heritage

## **Ecomusei e patrimoni archivistici**

Giovanna Bino p. 19

## **Ecomuseums and archival heritage**

#### **Abstract**

The author, focusing on the establishment of ecomuseums in Italy, highlights how they have spread throughout the country via regional networks. She notes that, despite this spread, there is a lack of legislative references in Italy's Cultural Heritage Code. Her contribution is based on her involvement in the conceptual design of an ecomuseum for the communities in southeastern Salento. She highlights the opportunity and value of the project based in an area that is marginal and disadvantaged in comparison to the provincial centre of Lecce. In particular, she stresses the project's potential in involving local communities in creating a shared archive and in sharing cultural heritage. This heritage should be enriched with valuable sources, such as private family or business archives, which often provide original or sometimes unknown materials. Specifically, she draws attention to the opportunity of integrating this local archival work with archives recognized by the Ministry of Culture, which can prove to be valuable assets for the community and sustainable tourism. These archives can serve as tools for understanding social transformation of the territory.

**Keywords:** ecomuseums, cultural heritage legislation, archival heritage, sustainable tourism, community archive

## **Strumenti digitali e progettazione partecipata.**

### **Co-progettazione di un Ecomuseo delle comunità per una governance collaborativa**

Riccarda Boriglione

p. 37

#### **Digital tools and participatory design. Co-designing an ecomuseum of the communities for collaborative governance**

##### **Abstract**

In the context of creating an ecomuseum, conceived as a tool for participatory governance to enhancement of cultural and landscape heritage, digital platforms offer a valuable means of supporting co-design and active citizen engagement. Here, community members are viewed not only as recipients but also as co-creators of the design process. This approach necessitates a shift from the traditional Human-Centered Design (HCD) framework, which centers the individual, towards one that acknowledges the complexity and relational dimension of the community, where Community-Centered Design (CCD) accounts for social networks, collective dynamics, and multiple stakeholders. In this regard, digital platforms become tools for facilitating participation, dialogue, and collaboration among community members, enabling a design process that authentically addresses collective needs.

**Keywords:** community-centered design, digital platforms, community, participatory governance

## **L'ecomuseo e il “quarto pilastro” del patrimonio. Tra *storytelling* e metanarrazione**

Alessandra Broccolini - Daria De Grazia

p. 55

#### **The ecomuseum and the ‘fourth pillar’ of heritage. Between storytelling and metanarration**

##### **Abstract**

In his volume *L'Ecomuseo singolare e plurale*, the ecomuseologist Hugues de Varine, drawing on the extensive variety of experiences that characterize ecomuseum projects, seeks to identify their foundational features by outlining three essential “pillars” that underpin community-based ecomuseum initiatives: territory, heritage, and community. This essay proposes an expansion of de Varine’s framework by introducing a fourth fundamental dimension of the ecomuseum experience — one that has thus far remained largely unexplored within anthropological discourse on place-based cultural initiatives. This “fourth pillar” is conceived as the discursive space, understood as the complex arena in which the ecomuseum engages with territorial narration. Through a critical examination of the role of storytelling in shaping spatial and institutional identities, and by exploring the relationship between the museum and discursive practices, the essay analyzes two case studies in which the narrative dimension — both territorial and metanarrative — emerges as particularly salient: the *Ecomuseo Casilino Ad Duas Lauros* in Rome and the *MOSS - Ecomuseo Diffuso di Scampia* in Naples.

**Keywords:** ecomuseum, ecomuseum projects, cultural heritage, storytelling, metanarration

## **L'ecomuseo: tra decostruzione delle narrazioni dominanti e nuove prospettive**

Elisabetta Lucia De Marco - Ilaria Fiore

p. 91

#### **The ecomuseum: between the deconstruction of dominant narratives and new perspectives**

##### **Abstract**

The article analyzes the transformative role of ecomuseums in decolonizing cultural narratives, exploring how these institutions can contribute to dismantling dominant colonialist and Eurocentric narratives. Ecomuseums emerge as spaces of democratic participation, capable of giving voice back to local communities and promoting a more inclusive and pluralistic narration of cultural heritage. Through decolonial pedagogical practices and participatory approaches, communities are involved in the co-production of knowledge and the valorization of their own cultural and historical identities. Adopting digital technologies and immersive storytelling further amplifies community engagement, facilitating shared learning and socio-cultural empowerment.

**Keywords:** ecomuseums, decolonization, community participation, valorization, technologies

## ***Smart Community Heritage: quali tecnologie a supporto della valorizzazione e interpretazione del patrimonio culturale***

Caterina De Marzo

p. 111

### **Smart community heritage: which technologies support the enhancement and interpretation of cultural heritage**

#### **Abstract**

This paper aims to define an operational construct of Smart Community Heritage (SCH), aligned with a research-intervention approach that seeks to promote local development and social inclusion in remote and peripheral territories through the participatory and digital enhancement of cultural heritage. The central hypothesis is that a Smart Community Heritage emerges from a community-driven process in which cultural heritage becomes a means for constructing and reinterpreting shared meanings tied to local history, identity, and cultural values. Therefore, heritage is not just an object to be preserved, but a common good capable of fostering social cohesion and promoting sustainable development. Within this framework, the paper proposes a new professional role: the digital community operator, tasked with coordinating the technical, educational, and participatory processes that underpin a SCH. The paper outlines the work of mapping the technologies that support this process, including criteria for selection and identification of the most effective tools for a SCH. Finally, a case study is presented.

**Keywords:** smart community heritage, participation, technologies, participatory archives, podcasts, digital community educator

## ***Inherited space of active participation: a village in Abruzzo, a collaborative approach, an ecomuseum***

Lia Giancristofaro

p. 127

#### **Abstract**

Cocullo, a small village facing socio-economic challenges, is - through collaboration with anthropologists - renewing values of the local heritage according to a universalistic and global perspective. This cultural transformation is embedded with the creation of an ecomuseum focused on the village's unique ritual—the procession of St. Dominic with snakes. Additionally, the municipality aims to inscribe this ritual on UNESCO's list for the protection of intangible cultural heritage.

This cultural mediation between traditions and innovations is the result of a three-decade collaborative ethnography by anthropologists studying the social functions and meanings of the rite of St. Dominic Abbot with the snakes. From a cultural perspective, the ritual of Cocullo represents a cultural diversity and a biodiversity, whose traditional culture helps safeguard the natural milieu, despite appearances to the contrary. This “heritagization process” is the fruit of the forty-year alliance between the anthropologists and the local community which has invested its resources in the study and reflection on the most emblematic of its traditions: the religious procession of St. Dominic with the snakes.

The village's “reflexive turn” led to the municipality launching the ecomuseum in 2004. Over twenty years, nearly two hundred events - training meetings, decisional meetings, international conferences and presentations - have taken place there. The ecomuseum, therefore, serves as a public attraction alongside the ritual itself. By reinforcing ties with an ancient devotional network of Apennine villages that today share values of environmental respect and traditional devotion, the community hopes to gain support from regional, national, and international institutions.

**Keywords:** Cocullo, snakes, ecomuseum, ethnography, cultural anthropology

## ***Ecomusei: spazi di creatività***

Maria Alessia Glielmi

p. 149

### **Ecomuseum: space of creativity**

#### **Abstract**

Creativity is a concept – or, better, a category – that has rarely been associated with ecomuseums and their field of study. As we know, much has been written about ecomuseums since the late 1990s, in the field of Italian ecomuseumology, the alter ego of the nouvelle muséologie. After all, Italy, especially the Piedmont region, stands out as the place where ecomuseums have flourished most abundantly and creatively. In this article, therefore, we will explore creativity and its potential applications to ecomuseum territories, or ecomuseums as spaces of creativity. After

analyzing the development of the concept of creativity from an “invisible” concept to an explanatory category, the author presents some examples of “creative” ecomuseums to propose a new vision of ecomuseums as spaces for creative encounters, open to different cosmopoetics and innovative solutions for coexistence between humans and non-humans.

**Keywords:** creativity, ecomuseum, cultural anthropology, demo-ethno-anthropological cultural heritage, human/non-human

## **Il Neoruralismo: una chiave di lettura per il protagonismo dei giovani nelle aree marginali**

Eleonora Greco

p. 169

### **Neo-Ruralism: a key to youth engagement in marginal areas**

#### **Abstract**

The neo-ruralism movement is seen as a strategic lever for local development. Local development is effective when it identifies and enhances local resources, whether material, immaterial, or human. In particular, neo-ruralism offers young people, who can find in neo-ruralism a path towards an enterprising mindset. Marginal areas struggle to retain younger generations and to capitalize on local resources. Neo-ruralism emerges as an innovative interpretative key to addressing these challenges, promoting repopulation and retention in smaller towns through the recovery of craft and rural knowledge and the enhancement of local resources, integrating technologies and innovative approaches to promote sustainable local development. This contribution analyzes the connections between neo-ruralism, local development, local resources, and marginal areas. It presents a case study, implemented in the territory of Ortelle (LE) – which is part of a broader research-intervention project for community promotion and development – where actions aimed at raising awareness and mobilizing, especially the youth of that community, were designed and implemented, starting from the defining aspects of neo-ruralism.

**Keywords:** neo-ruralism, local development, local resources, human resources, youth, marginal areas

## **Patrimonio, comunità e cittadinanza attiva. Tessiture pedagogiche per un futuro condiviso**

Ada Manfreda - Salvatore Colazzo

p. 187

### **Heritage, community and active citizenship. Pedagogical weavings for a shared future**

#### **Abstract**

This contribution focuses on the tangible and intangible cultural heritage of local communities as a potential opportunity for intervention to promote their agency, translating into the capacity to plan territorial development in an inclusive and sustainable manner. It examines the potential contribution of the social researcher who, with appropriate methodological awareness, can support the processes through which actors become more aware and capable of responsible action/leadership. Attention is focused on the long-term research-training-intervention activity conducted by the authors working with the communities of south-eastern Salento, currently engaged in the process of establishing the territorial ecomuseum.

**Keywords:** community studies, enhancement cultural heritage, ecomuseum, community engagement, active citizenship

## **Modello Ecomuseo**

Roberto Maragliano

p. 201

### **Ecomuseum as a model**

#### **Abstract**

The author contends that to effectively clarify and promote the concept of a community ecomuseum, it is essential to establish the fundamental principles of the museum institution and examine their adaptability within the evolving landscape of communication and transmission technologies. According to the author, adopting a mediological perspective proves especially valuable, as it highlights how the complexity of mediation processes makes the museum's institutional boundaries more permeable. This, in turn fosters the development - particularly from a paradigmatic standpoint - of the design concept for a community ecomuseum.

**Keywords:** ecomuseum, mediology, museum history, human-machine integration, artificial intelligence

## **Il dialogo segreto di Irene e Demetra. Culture per la pace nella prospettiva degli ecomusei**

Gianmarco Pisa

p. 213

### **The secret dialogue of Irene and Demeter. Cultures for peace from the perspective of ecomuseums**

#### **Abstract**

Museums oriented toward peace, especially peace museums, can take the form of ecomuseums when they promote the enjoyment of their territory's heritage and identity. This occurs when the co-creation process directly involves the active participation and dynamic engagement of local communities, the social environment, and the territorial space. This function is enriched with surprising potential in the "urban space" and aligns with UNESCO's goals by fostering new paths for relationships, coexistence, peace education, and peacebuilding. Drawing on specific museum institutions and action-research inspired by cultural heritage for peace and coexistence in the post-Yugoslav context, the text questions the link between heritage, relational constructs and positive peace. It focuses on the vocation of peace museums as ecomuseums as social and cultural spaces of relationship and coexistence.

**Keywords:** ecomuseum, culture for peace, Irene and Demeter, heritage, identity

## **Sviluppare l'imprenditorialità per creare nuovi immaginari di sviluppo e contrastare la povertà educativa**

Maria Ratta

p. 241

### **Developing enterprise competence to create new development imaginaries and counter educational poverty**

#### **Abstract**

Educational poverty is a phenomenon that particularly affects the development of minors and countering it is a complex challenge. This study examines the role of the school and the territory in relation to this phenomenon and identifies the Community Educational Pact as a tool capable of promoting collaborative action between them through the design of Service Learning activities. These activities aim to develop entrepreneurial skills, which makes it possible to recognize the territory's potential and generate creative solutions to local problems. A case study is also presented, as a part of a wider research, involving fourth and fifth-grade students from a primary school in a small community in southeastern Salento. In the proposed workshop activity, the children's knowledge of their own territory became a starting point for reimagining and creatively using local resources, leading to new cultural and educational opportunities.

**Keywords:** educational poverty, school, territory, community education pact, service learning, enterprise competence

## **Apprendimento continuo e progettazione partecipativa per una strategia ecosistemica della coesione territoriale in Sud Salento**

Corrado Russo

p. 261

### **Longlife Learning and Participative Planning for an ecosystemic strategy of territorial cohesion in South Salento**

#### **Abstract**

The impact of educational poverty and functional illiteracy on community life, emerges especially in marginalized areas at risk of demographic desertification. These challenges also have concerning consequences for the human and environmental heritage of such territories. Promoting lifelong learning in these contexts is complex, especially in the face of growing economic, social, and cultural inequalities. For pedagogical research to respond effectively, it is not enough to engage local stakeholders in good practices. Rather, it is necessary to co-develop, through a bottom-up approach, methodologies and tools that foster ongoing and consistent collaboration, integrating existing procedures and institutions with innovative methods based on listening to people's needs. To support this perspective, the paper presents a case study focused on migrant minors in the southernmost part of Salento peninsula. This was made possible through sustained cooperation between schools and social services, facilitated by the local Third Sector in partnership with the university.

**Keywords:** lifelong learning, participatory planning, marginal communities, territorial cohesion, migrant minors

## **Riflessioni sulla musealizzazione delle medicine tradizionali**

Anna Siri

p. 279

### **Reflections on the musealization of indigenous traditional medicines**

#### **Abstract**

The anthropological analysis of the musealization of indigenous traditional medicines raises questions about how to depict the complexity of situated knowledge without simplifying or distorting its meaning. How can therapeutic objects be displayed without removing them from the relational and cosmological contexts that make them significant? What role can museums play in shaping new models of health that integrate symbolic, ecological, and social dimensions? This article calls for a paradigm shift: replacing objectification with listening, and preservation with dialogic reactivation. Museums can become generative spaces where different epistemologies meet and contribute to culturally sensitive and ecologically sustainable healing practices when source communities participate in managing and interpreting the knowledge on display.

**Keywords:** museums, traditional medicine, anthropology, culture, dialogue