



Museo della Marineria
Washington Patrignani
Pesaro

XVII Forum

Mediterranean Maritime Heritage

Maritime Museums and Coastal Communities

Research and evaluation of the territories:
museum education and cultural tourism

Gabicce Mare / Pesaro, 29th – 30th May 2011



The focus of the 2011 Forum will concentrate on two important aspects of museum activities: research and the diffusion of such research through education at museums (knowledge dissemination) and initiatives that develop into a wide range of cultural tourism programming (communication and leisure). 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 (Bicocca, Milan 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.

▼ Sunday 29th of May - Gabicce Mare

Congress Hall Hotel Michelacci

Morning at 9 a.m.

Greetings from the Authority and the President AMMM

Introductory lesson

Marxiano Melotti, Università di Milano Bicocca, *The sea and the museum. New trends of cultural tourism in the age of edutainment*

Large-scale projects

- Enric Garcia, Researcher, Museu Marítim de Barcelona, Barcelona, Spagna, *De la teoria a la pràctica: la investigació de los museos marítimos*
- Franca Acerenza, Galata. Museo del Mare, Genova, Italia, *Il futuro del museo è nella sua funzione sociale*
- Tea Mayhew, Phd, Maritime and History museum of the Croatian Littoral Rijeka, *Museums and the (re)creation of the identities of small maritime communities*
- Massimo Maresca, CNR-ISSM, Museo del Mare Napoli, Ass. Studi sulla Marineria della Penisola Sorrentina, Facoltà di Ingegneria navale Università Federico II Napoli, *Per i mari del mondo: uomini e navi della Flotta Lauro*
- Laura Carlini, IBACN Emilia Romagna, *La valorizzazione dei Musei e del patrimonio culturale nei programmi europei: il Progetto AdriaMuse*

Afternoon at 4 p.m.

- Gino Troli, Tiziana Maffei, Museo di San Benedetto del Tronto, *Il nuovo polo del Mare a San Benedetto del Tronto come centro di documentazione della civiltà marinara delle Marche*
- M. Andrea Staffa, Giovanni Ciarocchi, Archeoclub di Cupra Marittima, *Dal mare, per mare. Un gemellaggio moderno per due centri antichi: Cupra Marittima e Castrum Truentinum*
- Alessandro Bortone, Associazione Grecia Mare – Portus Veneris, *Museo delle imbarcazioni tradizionali e dell'arte marinara di Tricase e della piccola pesca sostenibile del Salento Levantino – Comunità del 'Pisce corrente': un modello di valorizzazione dell'identità territoriale*
- Maria Lucia De Nicolò, Museo della Marineria Washington Patrignani di Pesaro, *Il progetto 'ecomuseo' di Gabicce Mare e litorale di Pesaro*

▼ Monday 30th of May 30 - Pesaro

Palazzo della Provincia di Pesaro-Urbino - Sala Bei

Morning at 9 a.m.

Greetings from the Authority

Laboratory of ideas

- Martina Gamboz, Museo del mare “Sergej Mašera” Pirano, *Collezione della marineria tradizionale – magazzino Monfort a Portorose*
- Lurdes Boix, Museu de l'Anxova i de la Sal, L'Escala, Spagna, *El contraban marítim a l'Escala. Un projecte de recerca i difusió del Museu de l'Anxova i de la Sal*
- Miquel Martí, Museu de la Pesca, Palamós, Spagna. *La materialització de un projecte: El espai del pescado, 2006-2011*
- Fuentes Fernández, Museu del Mar, Lloret de Mar, Spagna, *El legado de los indios*
- Ali Riza Isipek, Istanbul Naval Museum, Turchia, *Historical Boat Replicas Project: “Kancabaş”*
- Davide Gnola, Museo della Marineria, Cesenatico, Italia, *Le barche tradizionali: dal cantiere al museo, dalla ricerca alla didattica*
- Antonio Mussari, Museo del Mare Napoli, *Topos, cronos, nautes, Viaggio di Ulisse in Campania*
- Pietro Maniscalco, Arsenale di Palermo - Museo del mare, *Il Museo del Mare come centro aggregativo per i giovani dai 12 ai 18 anni*

Afternoon, 3 p.m.

Guided visits to the Maritime Museum of Pesaro

4 p.m.

It is AMMM General Assembly (for member only)

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Museo della Marineria
Washington Patrignani
Pesaro



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