

# SERN

## General Assembly 2018

### **THE ROLE OF MUSEUMS NETWORK IN THE PRESERVATION AND PROMOTION OF CULTURAL AND LANDSCAPE HERITAGE**

**Parma Municipality**

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The Municipality of Parma is organizing a network of museums of the Province of Parma.

All the towns of the Province have been asked to join the network.

Many public and private museums are involved (art, music, archaeology, history, food, ethnography, literature, music, nature, palaeontology, religion; science, etc.)

A starting experience (10<sup>th</sup> May 2018):

- methodological approach.
- first actions.

## **Institutions involved:**

- The International Council of Museums – ICOM;
- Institute for Artistic, Cultural and Natural Heritage of Emilia Romagna (Istituto Beni Artistici Culturali Naturali Emilia-Romagna);
- The Regional Museum Complex of Emilia Romagna (Polo Museale dell'Emilia Romagna).

Museums Network of the province of Parma intends to act on two levels.

The first aims at:

- dealing with the themes of conservation and quality of museums;
- promoting museums collections;
- organizing training and updating courses for museum operators.

The second is focused on how museums network can protect and promote the surrounding cultural heritage and landscape.

How can museums contribute to the care of the territory and the landscape?

On this second level, three topics are involved:

1. the role of people in choosing the tangible and intangible cultural heritage;
2. the role of museums as centres of awareness and guide to cultural values for people;
3. first outcomes of the Museums network to preserve and promote cultural heritage.

## **The role of people in choosing the tangible and intangible cultural heritage**

Cultural heritage is a wide concept.

- It is not only composed of artefacts (drawings, paintings, sculptures, monuments, buildings, archaeological sites, etc.);
- It consists also of intangible elements: identity, memory, oral traditions and expressions, performing arts, social practices, rituals, events, traditional craftsmanship, knowledge and skills, etc.
- Landscape and elements of the natural environment could be parts of cultural heritage.



*Convention on the Value of Cultural Heritage for Society (Faro Convention) – Council of Europe*

Faro Convention: a Copernican revolution.

Faro Convention, Article n. 2, paragraph a:

- “Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time”.

Faro Convention, Article n. 2, paragraph b:

- “Heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations”.

## According to Faro Convention:

- cultural values are something socially constructed.
- cultural heritage is the result of a selection process carried out by people over time.
- heritage Community must take action within Public Institutions.

## **2. Museums as centres of awareness and guide to cultural values for people**

Museums can play an important role in clarifying the values at stake.

Museums as centres of reflection on values (the “lenses” with which we see and shape the territory).

## “The Siena Charter - Museums and Cultural Landscapes” (ICOM - The International Council of Museums)

Museums should:

- be responsible for the landscape;
- become the interpretation centres of heritage and territory;
- make inhabitants and visitors conscious of constituent values of heritage and territory and encouraging them to preserve, promote and enrich it.

### **3. First outcomes of the Museums Network**

First Workshops of the Museums Network:

- 4<sup>th</sup> July 2018, Parma;
- 11<sup>th</sup> October 2018, Parma.

## **Creation of local heritage maps through participatory processes.**

Heritage maps identify places and elements (tangible and intangible) that have a special value for the local community and whose memory must be transmitted to future generations.

Heritage maps identify the specific character of a place.



## **The contribution of digital technologies**

Faro Convention emphasises the importance of providing appropriate information about cultural heritage through digital technologies.

According to the convention, the overall purpose of digitalisation is to ensure a collective memory.

It's not simply a matter of digitalization of collections.

New concepts of digital technology could become central to the creation of local heritage maps:

- collective digital inventories;
- co-creation of content;
- evidence of the evolving process of identification of cultural heritage;
- use of multiple digital layers to display different kind of cultural heritage.

The Museums Network will work with experts of digital innovation.

## Protection of cultural heritage:

- can't be guaranteed only by standards and rules;
- depends mainly on social consensus on its values.

## The Museums Network can:

- be centre of awareness and guide to cultural values for the protection and promotion of territory and landscape;
- contribute to the care of territory and landscape empowering local communities.