



COOKING AS A WORK OF ART IN THE ASO VALLEY ECOMUSEUM



The Ecomuseum can be defined as a reality oriented to promote the socio-economic development of the territory, through the development and networking of local cultural dynamics, creating synergies with tourism and the economic sector, environmental protection and the promotion of logic sustainability. The Ecomuseum tends also to strengthen the recognition of the heritage processes, tangible intangible, present on the territory by identifying pathways that combine the already known and popular places from cultural tourism, with the pre-existing isolated and unappreciated sites, in a logic of "widespread museum" or "territorial museum" already highly recognized by the Marche Region.



The Ecomuseum of the Aso Valley and its identity is for the Valdaso municipalities Union and the Province of Ascoli Piceno Fermo, an innovative cultural project, which aims to enhance the territory as a privileged sphere of human-nature relationships, as a place of local communities knowledge, as a testimony of environmental values, as a space that brings together the inhabitants' skills to initiate participatory planning processes, alternative economies, and much more. The Ecomuseum of the Aso Valley is the widespread cultural center where residents of the Valley can meet, share and get to common welfare choices. The Ecomuseum is a comparison tool and study among the authorities and their local communities that allows not only to express their creative abilities, but also experience professionalism to create entertainment activities in "relevant" sites for the community and chosen by them as Territorial Interpretation Centres.

Project started in 2010 within the Valdaso Councils Union (7 small municipalities in the province of Ascoli Piceno and Fermo) 7 Proloco and 7 youth associations, which led by a coordinator identified the containers (21 Territorial Interpretation Centres) and the Ecomuseum contents. From 2012 to 2014 the Ecomuseum has strengthened the network of municipalities (12 up to now) a map of communities has been created together with a map of local knowledge and local flavours, projects started with the schools, promoting a network of initiatives and a new brand for the Valley: Cucina A Regola d'Arte, Cooking as A Work of Art.

"COOKING AS A WORK OF ART" IN THE ASO VALLEY ECOMUSEUM

The "Cucina a Regola d'Arte Cooking as a Work of Art" project is a brand made by Culture Factory Fabbrica Cultura for the Aso Valley Ecomuseum and its identity, with the GAL Fermano funding and promoted by the municipalities of the Aso Valley Ecomuseum (Altidona, Campofilone, Carassai, Lapedona, Monte Vidon Combatte, Montefiore dell'Aso, Monterubbiano, Monte Rinaldo, Moresco, Ortezzano, Pedaso, Petritoli).

The preservation of a high value cultural landscape, a common artistic heritage and an excellent "know-how" gave rise to a brand capable of boosting consumers' interest, generating satisfaction and creating a bond with the user.

"Cucina a Regola d'Arte" is brought on through informative unscientific annual events fun-filled and, of course, taste-filled, in order to promote the Aso Valley landscapes and its typical products, which are the result of local culture and are "Culture".

"Cucina a Regola d'Arte" carried out its first edition on May 2014 up to July 2014 with four events dedicated to "The bearable lightness of maccheroncini" in Campofilone; in Ortezzano with "Peaches Licence" "Licenza di pèsca", in Altidona and Petritoli with two workshops on "polenta" and the Mediterranean Diet entitled "Eco-museum of the Aso Valley, a field of flavours". Events in which vips as Federico Quaranta (RADIO2) and two leading chefs like Aurelio Damiani and Moreno Cedroni took part.

In 2015 the second edition repeated the formula of the festival. Two other notable chefs have made their contribution in terms of promotion and enhancement: Errico Recanati and Sergio Barzetti. In June 2015 in collaboration with the CIA and Copagri, food and wine events, dedicated to the cultural and scientific knowledge of the products and companies of the Aso Valley were presented at EXPO 2015 at the Italian Pavilion.



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