



ENHANCEMENT OF THE LANDSCAPE OF ECOMUSEUM OF THE ROCCHE OF ROERO



Since its inception the Ecomuseum has worked on the thematic trails that run through the ecosystem of the Rocche, a geological phenomenon that characterize the territory of the Roero, in Piedmont.

Each trail is dedicated to a founding theme of the local identity, from the products of nature and agriculture (chestnuts, truffles, honey, etc.) to the geomorphological features (fossils, rocche, ponds, flora and fauna).

The landscape is told through in-depth information boards on the course, and is conveyed through publications, website, maps, thematic brochures and mp3 audio guides. A light infrastructure that does not affect or change the rural scenery but, with simple signs, guide visitors on an immersive experience through naturalistic trails that cross populated areas.

These contents have been the subject of a massive tourist promotion and have been animated by public events, targeted both to inhabitants and tourists, in particular by the "Notturmi nelle Rocche", summer night walks with botanical and historical insights or theater pieces on the local stories and characters. The theatrical animations are the optimal way to transfer and return, both to the inhabitants and to the visitors, the genius loci of the crossed landscape, making them involved in and aware of the cultural heritage included on the landscape.

The tourist interest generated over the years by the trail network, especially towards the target of foreign visitors, has led local communities to an awareness about the value of the Rocche, area of geomorphological and natural importance, considered in the Eighties a marginal zone of little value since it was unproductive from the point of view of agriculture, and, often, vandalized by dumping of waste. The recovery of some abandoned ciabòt (small farmer garrison houses among vineyards) along the trail network has allowed a tourist re-functioning of the buildings, used to organize reception activities such as pic nic or wine tastings, recovering their original shelter function.

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www.ecomuseodellerocche.it

The Ecomuseum of the Rocche of Roero is located in Montà d'Alba (Cn) and was established in 2003 by the Piedmont Region. Brings together in one open-air museum the eight top villages arose in the year 1000 on the ridge of the Rocche, geological phenomenon of erosion that characterizes the central Roero. Eight towns with the same historical, geographical and cultural characteristics, in a single territory: villages perched on top of the ravines that plunge hundreds of meters, a unique natural environment, testimonies of rural life that still resist despite the incentives of modernity.