



**POLITECNICO  
MILANO 1863**

DIPARTIMENTO DI ARCHITETTURA,  
INGEGNERIA DELLE COSTRUZIONI  
E AMBIENTE COSTRUITO

2016 **ICOM** MILANO  
24<sup>TH</sup> GENERAL CONFERENCE - 3-9 JULY 2016 - ITALY  
ECOMUSEUMS AND COMMUNITY MUSEUMS FORUM

with the support of:

**SITdA**  
Società Italiana della Tecnologia dell'Architettura

# FESTE IN CASCINA

Since 2010 Munlab Clay Ecomuseum offers the Festival Feste in Cascina, a series of events organized directly on local farmhouses.

Assaggi Doc is a Film Festival with food tasting that approaches a mixed public on the issues of contemporary agriculture through the projection of documentaries of international level and the production of high quality short films on local producers. The target are citizens of all age, with a special attention on younger generations (20-40), local farmers and local administrators.

Fiabe e Frutta is a Festival of theatre for children: it is organized in close collaboration with the local cultural theatre group "La Turca Cane" and with farmers seeking the direct contact with visitors/customers and interested in the diffusion of the culture of agriculture production. Through theatre shows on food and agriculture and an afternoon snack with fresh products from the hosting farm, families with children are connected in a playful way to issues such as sustainable agriculture, quality food, nutrition, small scale farming.

Moto a luogo: walking tours animated by storytelling and tasting events allow an insight on productive sites such as farms and craft-shops of the local area, together with a deeper understanding of the landscape and local heritage. The Festival Feste in Cascina is followed by a growing audience (80 to 120 participants for each event) that appreciate the high quality of the cultural program brought to areas far from Torino city center, the opportunity to connect to local producers in their context of work, the exchange of ideas and experiences and last but not least, the hospitality. The Festival meets the interest of local governments, local producers and craftsmen, a growing number in the area: all of them wish to get in direct contact with visitors to discuss production and environmental issues and to feel that their commitment to high quality activities is appreciated. For Munlab Feste in Cascina represent an effective tool to activate citizens in a network, make them aware of the power of choices, of the value and heritage of the place they live in and the new possibilities created by true connection among people involved in local activities.



The project was initially supported by regional and local government and by the bank foundation Fondazione CRT but the interesting fact is that lately the 70% of the costs are covered by entrance fees and direct investments by local governments and producers. The contribution of institutions is needed to finance new research and new productions and to nurture and strengthen the network.

Munlab Clay Ecomuseum comprises a hundred year old brick factory, a natural reserve, an active kiln and its quarries, labs, green areas for relax, museum rooms dedicated to clay, landscape and people. Visitors are involved in a tour that focuses on direct experience of clay, stories of life and work.

"Mun", in local dialect, means "brick". "Lab" stands for direct experience. Munlab promotes research and dissemination of the knowledge of brick making, of a sense of place, of issues related to regeneration of kilns and clay quarries, of design related to clay, of art related to landscape. Munlab acts through direct involvement of inhabitants in order to build and enhance relations among people and organizes events, walks, and festivals that involve the whole territory.



## AUTHORS AND CREDITS

**Elena Carena**, Ph. D., Founder of the *Project MUNLAB*  
elena@clayart.it