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GENIUS LOCI, AFTERNOONS IN THE VILLAGES OF MONFERRATO



**Ecomuseo
della Pietra
da Cantoni**



Genius loci, the spirit of a place lies within the cultural heritage of a land: every village in the Monferrato area has its own cultural background, commons which should be known and understood in order to safeguard and rejoice them.

The Pietra da Cantoni Ecomuseum, in cooperation with the Monferrato area municipalities, has set out an initiative called "Genius Loci – Afternoons in the Monferrato area boroughs", which takes place during the winter months. Cultural routes, guided tours in less known areas and often not accessible to the public aimed at discovering the most picturesque corners, the history and the borough's personalities, are organized in the various participant small towns. The initiative takes place on Sundays afternoon during the months of November until February, it was first proposed on January 6th 2012 and, has now reached its fourth edition: there have been twenty-four meetings with an average of a hundred participants per walk. The visits included parish churches, chapels, as well as Town Halls, libraries and record offices. In particular, the dwellings of the Monferrato inhabitants have told us their stories and their trades; a variety of people living in these areas have attended our afternoons and they have shown us their savoir-faire: from the lute-maker to the hat-gear designer, from the publisher to the young baker, from the vigneron to the Egyptologist.

The local community and the territory, consisting of tangible and intangible signs, are the very heart of this cultural project; and **Genius Loci, afternoons in the Monferrato** area boroughs is a veritable portrayal of the Ecomuseum's actions in the field of environmental, historical and ethnographical resource development, as well as in disseminating the community's and territory's collective memory to whom is closely connected.

ECOMUSEO DELLA PIETRA DA CANTONI

www.ecomuseopietracantoni.it

The **Pietra da Cantoni Ecomuseum**, established by the Regional Council on April 1st 2003, narrates and describes the peculiarities and uniqueness of Monferrato Casalese's life and landscape. It encourages initiatives seeking to the landscape's restoration not only as a historical evidence and of social and family life, but also to revitalize and reinterpret the functional and economical role with regards to the agricultural activities and productions that characterize this area. Twenty municipalities of the Ecomuseum area are involved in its activities, alongside with the managing body of the Sacri Monti, the IPLA Ltd., the Alexandria Province, the Alexandria Fondazione della Cassa di Risparmio and the Alexandria Chamber of Commerce.

AUTHORS AND CREDITS

Comune di Cella Monte
info@ecomuseopietracantoni.it