



THE COMMUNITY TRADITION



ECOMUSEO DELLA VALLE D'ITRIA

www.ecomuseovalleditria.it

The Ecomuseum of Valle D'Itria Association manages the homonymous Ecomuseum in order to document, recover, testify, enhance and to promote the collective memory, the life, figures and fact, the material and nonmaterial culture, the liaison between the natural and man-made environment, traditions, activities, practices of life and work and typical local production, as well as the way in which the traditional features have characterized the formation and evolution of the landscape and its geographic scope. In any project carried out, the primary purpose is to strengthen the sense of belonging of local identity through the recovery and the revival of the historical and cultural roots in a dynamic and evolutionary way, by collecting and managing information, data, documents, and more to catalog and prepare for possible promotion programs or enhancement initiatives. The association's community maps made it possible to "take a snapshot of the community", allowing to those who look them to be able to identify and recognize themselves. The association had the honour to be invited to round tables, consultations on what later has become the first apulian law on ecomuseums. Meetings have allowed to weave relationships and exchanges with other Apulian ecomuseums for planning of territorial improvement, including the establishment of apulian ecomuseums' day. Projects with schools and parishes, heterogeneous groups allow operators to get close to the territory in order to discover and revalue it. Joining national initiatives allows the promotion of the entire project beyond the regional borders. Participation in tenders promoted by different territorial and extra territorial organizations ensures the self-reliance of the entire project thanks to the contribution of members who spend their professionalism in voluntary form, by the implementation of these projects, the promotion of activities through social media marketing, graphics and content creation, translation and interpretation of foreign languages and LIS.

The Ecomuseum of Valle d'Itria carries out its activity in the middle of Puglia, in a land bordered by two seas, characterized by the warm red soil and dotted by the trulli pinacles widespread in this area. Alberobello, Cisternino, Fasano, Locorotondo, Martina Franca, Monopoli are six villages with their own features but especially linked by one theme: the knowhow of traditions. In our Ecomuseum you are able to sense tradition everywhere: from a simple walk in the alleys of the still lime whitened old town centres, to a walk in the countryside where we have the impression that time stood still between cultivated lands and trulli built with old techniques. And that is definitely true, a day staring in the sun, the sky and the sea have not a temporal aspect, but simply the charm of living according to nature. The Ecomuseum tradition is represented by good food: gnuredde, ficazedde, susemidde, cialledde...these are only some of the typical dishes handed down from one generation to another. Tradition is a way of life which represents the "leit motiv" of our culture and our Ecomuseum made up by people, stories and lifestyles to be defended and saved. That is the reason why the project "Borghi di..." has been created, with the aim of describing our traditions through thematic maps. "Borghi di pietra": an itinerary focused on the stone and the art of stonecutters; "Borghi di gusto": a tour through local cooking traditions; "Borghi di natura": a panoramic of the green areas and the peculiar plants of every town; "Borghi di Fede": dedicated to the Virgin of Odegitria, from where the valle d'Itria originally takes its name. A project dedicated to tourists but to the local community above all, to let inhabitants become themselves the guardians of knowledge and flavors and to give the future generations an aware, sustainable, and hopefully better lifestyle.