



# ECOMUSEUM >< LANDSCAPE - A FRUITFUL CONTAMINATION

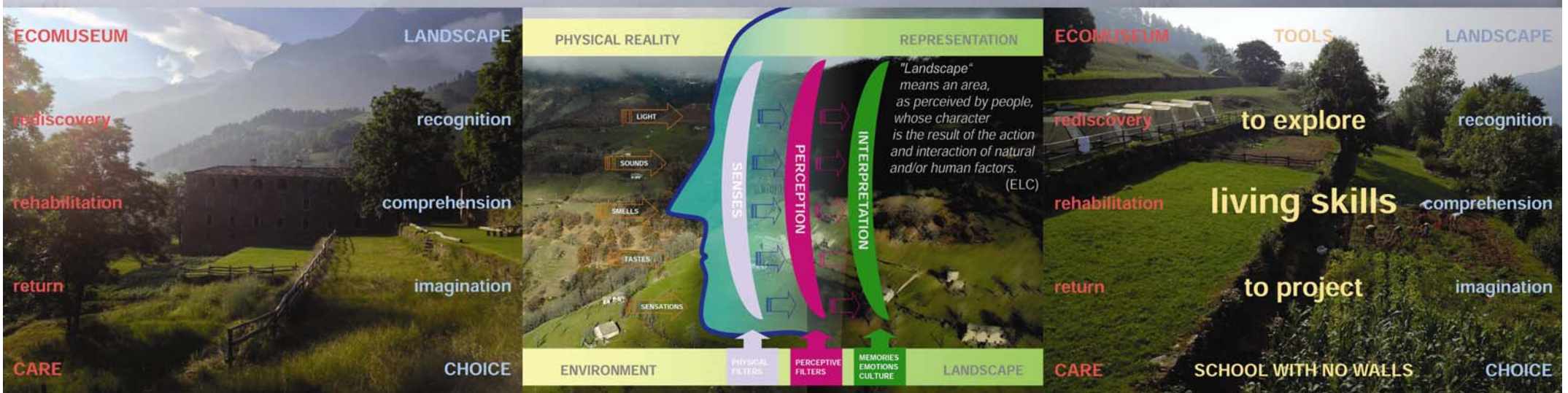
The EUROPEAN LANDSCAPE CONVENTION (ELC - Florence, Oct 20, 2000), now in force in 38 countries, is a key tool for public decision-making processes that aspire to link the perception of the inhabitants to the choices determining their living environments. The Ecomuseum *Valle Elvo e Serra*, in collaboration with the *Osservatorio del Biellese Beni Culturali e Paesaggio*, has developed a local path in line with the method pointed out by this important treaty promoted by the Council of Europe.

The **rediscovery** of the tangible and intangible heritage of the area comes from a network of people and associations coordinated by the Ecomuseum, operating in the most significant places of the territory. The **rehabilitation** of the basic knowledges to revitalize these sites - protect them, manage them, transform them - passes through concrete experiences of recovery and reuse, that gradually **return** to the inhabitants the awareness that landscape is the main common ground to take **CARE** of.

The good practices and the tools long-tested by the Italian ecomuseums - exploration of the landscape, parish maps, shared care of places - translate the ELC objectives into local projects, thus linking the path of **recognition** (identification) > **comprehension** (assessment) > **imagination** (landscape quality objectives) > **CHOICE** (implementation) - Article 6 - to our daily actions and to the sense of the resulting landscape.

Therefore, the contamination **ECOMUSEUM >< LANDSCAPE** creates an innovative process of learning and citizenship: a "**SCHOOL WITH NO WALLS**", open to all and in which we are all teachers and learners, where we can learn the "**living skills**" needed again to transform the ruins of the world that was into the bricks of the world that will be.

The LANDSCAPE DAY helps spread this approach. Since 2007, it has been promoted by the *Mondi Locali* network to highlight the actions of knowledge, active protection, and responsible transformation made by the ecomuseums and other local actors which identify themselves with the principles of the ELC.



## Ecomuseum Valle Elvo e Serra

The Ecomuseum *Valle Elvo e Serra* has been running since 1998. In 2000, it was recognized by the Piedmont Region within the Ecomuseum *del Biellese*. The Ecomuseum's role is to bring out the specific nature of the area in order to understand the opportunities it can offer, highlighting the characters which make it both similar and distinctive compared to the other contexts. The Ecomuseum's aspiration aims at building, with the inhabitants, a strategic long-term vision, coherent with the past but, at the same time, able to accept and integrate the points of view of the newcomers, in an evolutionary path that links the analysis of what we were with the imagination of what we want to be. The Ecomuseum's goal is therefore an aware, local community, composed by numerous different people who freely decide to take care of the common ground they happen to share. The research and the actions developed in 18 years generated a large amount of publications and audio-video products about the life stories of the inhabitants, which constitute the main source of the educational activities proposed to the territory. Since 2012, the Ecomuseum has promoted and managed the *Biellese Museum Network*, which currently includes 23 ecomuseums, museums and other sites of interest, and ensures their consistent and coordinated opening.

[www.ecomuseo.it](http://www.ecomuseo.it) - [www.osservatoriodelbiellese.it](http://www.osservatoriodelbiellese.it) - [www.atl.biella.it/rete](http://www.atl.biella.it/rete)

