



ECOMUSEUM AND ENOMUSEUM: SIMILITUDES AND SUBSTANTIAL DIFFERENCES

The idea of Ecomuseum can still today be the basis for promoting a better liveability in a territory, revising the idea with new sustainable experiences. The idea remains the same of the beginning: relations between human habits and natural ecosystem let us rediscover identities of communities with benefit onto the economic and cultural planes.

In this paper the idea of Ecomuseum is connected to that one of Enomuseum, in order to discover similitudes and substantial differences. Both these kind of territorial organizations share the goal of investigating about people, heritage, local culture and integrity of different environmental contexts, while people is experimenting them first-hand. At the same time there is a profound diversity, because the ecomuseum idea is found on the complex synergy of habits of life and work of communities, landscape, and products, while an Enomuseum is focused on a single product even if connecting it with the whole human and cultural environment.

We focus our attention selecting two case study, the first one is the area of Pompei, starting from the experience of rediscovering antique Roman grapes and technique and recreate an antique vineyard inside the Pompei archaeological area. This one could be only a first experience in order to make the entire area return to the origin in terms of quality of food and identity of community at the same time, reintroducing antique grapes and wine techniques in the entire territory.

A second case study is the Tuscan ancient village Il Borro. In this medieval village an important recovery of architecture, wine territory and antique handmade craft works has been made, with the desire of carrying on local traditions and its history, having in mind as primary intent operating in harmony with nature and moving economy of the place.

