

## 24th Forum of Mediterranean Maritime Heritage The “Didactic Museum”: an Innovation and Enhancement Purpose of Maritime Museums

Museo del Mare, Naples, 6<sup>th</sup> - 7<sup>th</sup> - 8<sup>th</sup> June 2018

In a wider framework concerning “the Maritime Museums between innovation and conservation”, we aim to propose the theme: sustainable innovation of museum didactics and communication in relation to Maritime Museums between training and dissemination.

The traditional museum, based mainly on the preservation of collections, could change its own function and point to the didactic action strengthening with the help of new technologies.

So, it could give a wider space to the sensitization and training activities for the future generations.

In this way, using sustainable innovative methodologies, which concern museum didactics, we can build a strategy able to re-discover our territory, to create stimuli and new sensibilities for the territory identity and its beautiful resources.

Florence’s Convention (20<sup>th</sup> October 2000) expected new measures “to increase the civil society, private organizations and public authorities sensitization for giving more value to the landscapes, to their functions and finally to their transformation”.

The same purpose was discussed five years later at Faro’s Convention (27<sup>th</sup> October 2005), where “they proposed sensitization actions and active involvement of the citizenship”.

Volunteering work represents an opportunity for the cultural heritage. So it becomes important to build a loyal relation among operators, working side by side to achieve common objectives. Thus, it is necessary to establish the tasks for each subject taking part in the project to preserve the cultural heritage.

Such a prospective is linked to the best practices principles, based on the “**shared museology**”. This expression does not mean only a dimension intended to involve the audience into Museum activities, by communicative tools implementation and elaboration. These tools of course will be efficient to engage people, guaranteeing a friendly access to data and information.

“Participant museology” makes the research action, related to a territory, lead to a full citizenship involvement in each phase of the work, starting from the project. This “means that the expert operators can collaborate with the subjects who live and work in a local community, to recover the memories of places, building in this way, a local history” (Fulvio Volpe, 2016: 53.)

From this point of view, it is useful a parallelism with education world, not only because that deals with very close sectors (from one side citizenship training and education, from the other research and citizens’ heritage evaluation), but also because it shows lots of affinities, like in the change concerning professional workers operating in education and culture fields.

For both of these worlds, the solution could be searched in the ability to re-think about our own social function and political-cultural role. It needs to re-conquer a new authoritativeness, different from the past, based on sharing, participation and an authentic alliance with the citizenship.

The professional cultural operators have to overcome definitely the presumption to be the only owners of cultural heritage and of an expert knowledge that does not want intrusions and comparisons.

The expert operators should open themselves more and more to the collaboration, accepting stimuli and purposes coming from no expert people. So, they should promote creativity and governance innovation related to the resources available on the territory.

This cultural policy orientation, moreover, will prevent self-referential drifts and closing risks that represent limits too much present in scientific and cultural projects.

At this point, we can elaborate a coherent purpose whose objectives are the followings:

1. Make Maritime Museum become training centres specialized in the museum didactics technologies with a particular attention to the new Information and Communication Technologies;
2. Promote by didactics a wider dissemination and evaluation of the specific heritage (like scientific, historical, artistic knowledge);
3. Stimulate and organize people's participation (users/citizens) to project and realize specific actions;
4. Define an evaluation process to verify step by step the quality of the decided actions;
5. Formalize within AMMM a committee aimed to check specific activities concerning didactics, dissemination and participation.

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The reports of the experiences and "best practices" should concern the sections:

#### **Section I                      Museography and didactics**

Traditionally museography deals with setting cultural itineraries and supports, appropriate air conditioning, lighting and acoustics systems for the museum halls, museum's communication systems where together with the usual captions, totems, expositive panels, they are used interactive video and computer, visual and acoustic signals, and so on.

In order to make museums one of the main instruments for society cultural growth, it is central the idea of "experience" as leading educational principle.

In other words, the museum visitor - of any age - is to be considered the protagonist of his own learning course. Museum education's methodology has to pursue two main purposes: on the one hand promoting knowledge of cultural heritage for all citizens (Permanent Education); on the other hand, renewing teaching methods by "active" teaching procedures, aimed at promoting "significant" kinds of learning.

This way of doing represents a qualitative leap for fruition of cultural heritage and is intended to a socio-educational use of cultural heritage, with particular regard not only to young people growth but to a citizenship really connected to a Lifelong Learning system.

#### **Section II                      Museum, didactics and public.**

Museum teaching focuses its attention, directly or indirectly, on the role of the public and its relationship with museums.

What happens when we decide to develop a dialogue between the museum and its audience, urging in a more effective way people participation?

Are we really ready to take people into museums, to give up the experts power, to create a "common language" between different subjects, whether they are inhabitants of the territory or visitors, to make museums become places of sharing knowledge?

The role of the public must be revised according to these considerations.

#### **Section III                      Museum, didactics and territory**

Towards lifelong learning, education for social inclusion and cultural integration become a main aim of our society.

Museum, therefore, propose themselves as a field to try out new ways of cultural citizenship, by promoting social cohesion and a more effective relationship among all territory's components (individual citizens, associations, cultural institutions, training agencies, political and administrative organizations, other cultural groups) in order to actively involving them to implement and develop the museum project.

Museums have a great social responsibility towards territory in all its components and, to do that, must necessarily assume an "open", "listening" and "welcoming" position towards the community.

Reports can last at max 10 minutes and, if they are in native language, must be supported by slides in English.

## Program

- **Wednesday 6<sup>th</sup> June 2018**

Arrival and accommodations of delegates

Maritime Museum of Naples, via di Pozzuoli, 5 – 80124 Naples

H 18,00 Meeting for the E.C., AMMM

H 20,00 Dinner, reserved to the E.C., at Lega Navale Italiana, Pozzuoli-Nisida

- **Thursday 7<sup>th</sup> June 2018**

Maritime Museum of Naples, via di Pozzuoli, 5 – 80124 Naples

H 9,00 Registration of the participants to the Forum

H 9,30 **Opening Forum:** Antonio Mussari, Director of Maritime Museum of Naples

Opening greetings from

- Elvira Laura Romano, D. S. ITN “Duca degli Abruzzi”
- Nino Daniele, Councilor for culture of the city of Naples,
- Daniela Villani, councilor with responsibility for the Sea of the city of Naples,

H 9,45 Introduction by **Maria Paola Profumo**, the President of AMMM

### Reports

**Introduction:** Antonio Mussari, Director of Maritime Museum of Naples

**Chairwoman:** **Antonietta Selvaggio**, Maritime Museum of Naples

H 10,00 Paolo Giulierini, Director of MANN (National Archaeological Museum of Naples)

H 10,20 Dialogue between P. Mauriello and E. Viceconte: *“L’Ecosistema museo” come sistema complesso di interazione tra vari processi*

h 10,40 Massimo Osanna, Superintendent of Pompeii: *Il patrimonio e la vita quotidiana di Pompei*

H 11,00 Coffee break

### Section I Museography and didactics

H 11,20 **Chairman:** Davide Gnola, Director of Maritime Museum of Cesenatico **Introduction**

Pierangelo Campodonico, Director of Mu.MA-Galata Maritime Museum of Genova

H 11,40 Daniela Giampaola, Superintendency of the Royal Palace for the Roman boats of Piazza Municipio

### Experiences and best practices (max 10 minutes)

H 12,00 Elvira Mata, Museo Marítimo de Barcelona: *Sorres X: Museografía de una embarcación medieval*

H 12,10 Lurdes Boix e Mariona Font, Museu de l’Anxova i de la Sal: *L’Alfolí de la Sal de l’Escala*

H 12,20 Mercè Toldrà Dalmau, Museu del Port de Tarragona: *Observatori Blau. La actividad pesquera del barrio marítimo del Serrallo*

H 12,30 Maurizio Daccà, CdA, Mu.Ma – Genoa:

H 12,40 Gerard Cruset Galceran, Museu de la Mediterrània di Torroella de Montgrí: *El paisatge, l’exposició permanent més gran del Museu de la Mediterrània*

H 12,50 Dania Avallone e Monica Cirillo, MMN: *Didatticando, l’esperienza del Museo del Mare di Napoli*

H 13,00 / 15,00 lunch break al museo

## Section II Museum, didactics and public.

H 15,00 **Chairwoman:** Elvira Mata, Maritime Museum of Barcelona

**Introduction:** Pietro Spirito, President of the Port Authority: *Stato dell'arte del progetto del nuovo Museo del Mare della città di Napoli*

### Experiences and best practices

H 15,00 Dott. Segio Riolo, Banco di Napoli Historical Archive: *Il Cartastorie*

H 15,30 Giovanni Petrone e Fabio Cocifoglia: *Il progetto Mare Mater*

H 15,40 Sabrina Marlier, Musée départemental Arles antique (Mdaa) / Conseil départemental des Bouches-du-Rhône: *The musée départemental Arles antique (departmental museum of ancient Arles) and the valorization of its nautical heritage*

H 15,50 Franco Juri, Pomorski muzej - Museo del mare "Sergej Mašera", Piran-Pirano: *Il museo per tutti – didattica museale e disabilità*

H 16,00 - 16,20 Coffee break

H 16,20 Salvatore Rubino, Museo della Tonnara di Stintino: *Il MuT racconta: storie di valorizzazione, fruizione e coinvolgimento*

H 16,30 Sandra Baresin, Betina Museum of Wooden Shipbuilding: *Storytelling as a way of gaining new knowledge*

H 16,40 Alberto Senatore, Ecomuseo Marittimo di Salerno e della Costa Campana: *Ontologia ed ermeneutica museale alla luce della nuova umanità. Contro la crisi, sfruttarne il potenziale positivo.*

H 16,50 Miquel Martí Llambrich. Museu de la Pesca Palamos: *"Entre Museus, entre col·leccions". Una experiència de col·laboració entre museos.*

H 17,00 Lorenza Sala, Il Museo Navigante: *Il Museo Navigante: una esperienza di didattica museale itinerante nei porti italiani*

H 17,10 Elvira Mata, Museo Marítimo de Barcelona: *Catalunya al Traves: La vela como escuela de vida*

H 17,20 Sebastiano Deva, AppTripper: *Ricostruzione di un evento storico con la realtà virtuale*

### H 17,30 Musical entertainment

Stefania Rinaldi: *Choir of the White Voices of the Teatro San Carlo*

H 19,30 **Aperitif** - Istituto Alberghiero "G. Rossini" Via di Pozzuoli, 64

H 20,30 **Dinner** (riservata ai soci) - Istituto Alberghiero "G. Rossini", Via di Pozzuoli, 64

H 21,30 **Recital** by Fabio Cocifoglia

## • Friday 8<sup>th</sup> June 2018

## Section III Museum, didactics and territory

Ore 9,00 **Chairman:** Miguel Martí, Maritime Museum of Palamos

**Introduction:** Iaia de Marco, MeridianCity Association

### Experiences and best practices

H 9,20 Antonio Riccio, Proval Association: *La rete del Mare in Campania*

H 9,30 Davide Gnola, Museo della Marineria: *"Zughè, lavurè" (giocare, lavorare). Il lavoro, il gioco, i giocattoli dei bambini di una volta sulla costa della Romagna*

H 9,40 Alain Blayo, Fédération du Patrimoine Maritime Méditerranéen: *Territoire et Musées*

H 9,50 Cristina Alga, Urban Ecomuseum, Living Memory of the Sea: *L'Ecomuseo come piattaforma narrativa, tra cittadinanza attiva e offerta educativa collaborativa.*

H 10,00 Annalisa Canali, MUSA Salt Museum Cervia: *Emotional didactic experiences in cultural tradition of Cervia*

H 10,10 Maria Laura Corradetti, Association of Friends of the Agro Veientano Museum: *Al museo con i genitori*

H 10,20 Anna Dentoni, Promoters Association, Mu.Ma - Genoa: *Musei e Armatori, un'alleanza possibile*

H 10,30 Pietrangelo Pettenò, Marco Polo System GEIE: *Eredità Culturali e Comunità Patrimoniali del Mediterraneo: innovazione tecnologiche al servizio della didattica e della partecipazione dei cittadini. I mestieri del mare (YouinHerit) e i commerci marittimi (European Silk Road).*

H 10,40 Sílvia Alemany, Museu d'Història de Sant Feliu de Guíxols: *Evaluating together the museum's school children activities with Teaching degree students*

H 10,50 Ilija Mlinarević, Maritime Museum of Montenegro: *Museo marittimo di Montenegro - 66 anni con il mare*

H 11,00 Giuseppe Merlini, Maritime Museum of San Benedetto del Tronto: *Il mare per vivere, il museo per rivivere*

H 11,10 Tea Perinčić, Emma Marangoni, Maritime and History Museum of the Croatian Littoral Rijeka; Robert Mohović, Eco-museum Mošćenička Draga: *Accademia delle virtù ed arti marittime /Academy of maritime virtues and skills*

H 11,10 **Transfer to Capodimonte (Bus)**

H 12,00 Guided tour of the Capodimonte Museum for the participants in the Forum

H 13,30 **Lunch at the Belvedere of the Reggia di Capodimonte**

H 15,30 **AMMM Assembly** (reserved for members) at the Capodimonte Museum.

Report by Lluisa Prieto, AMMM Secretary and Treasurer.

Presentation of new members and affiliates (Ludovica Bovone - Museum of the Sea of Tortona (AL); Salvatore Rubino - Museum of the Tonnara di Stintino, Paolo Ajello - Educational ecomuseum of the Sea and Water.

Delivery of the Eggplant to the organizers of the 25th Forum

**Closing of works:** Maria Paola Profumo, President of AMMM

H 17,30 Panoramic walk in the Gulf of Naples and Pozzuoli on a boat with an aperitif on board.

### **Saturday 9<sup>th</sup> June 2018**

Departure of the participants.

Optional visit with booking at the Rione Terra, Acropolis of Pozzuoli.

H 10.00 Costanza Gialanella, Superintendent of the archaeological heritage of Pozzuoli, will accompany the interested ones on a journey in the ancient Puteoli.