

A NEW PROJECT WAS BORN FROM AN OLD PROJECT...



► VIP (Visitor in Practice) was the way we had involved the audiences of Villa Carlotta in Como, l'isola Comacina on Lake of Como and the Botanical Garden of Bergamo.



► **VIP** is an heritage interpretation KIT, born from a previous action research project. On the occasion of a public presentation of the project, the officials of the UNESCO office in Mantua and Sabbioneta hired us. To know more have look at paesaggiculturali.org

► we aim to create a KIT for Mantova e Sabbioneta - [with student too: this was the challenge of Alternanza scuola lavoro]

Aims
co-building knowledge to encourage the creation of new creative processes to enhance cultural landscape from a local community perspective

Theoretical Framework
Action research (Mortari 2004) together with scientific observation (Barell 2007) will be adopted to question the possibility of exploiting theories on landscape use (Hooper Greenhil 2000; Zuccoli 2010) in the scientific field.



Cultural Landscape
not just the expression of a domination single perspective, rather a complex multifaceted construction laden with symbolic power (Olwing, 1996).

Methodology
Our data were collected adopting an interdisciplinary qualitative approach. Specifically we have engaged with autobiographical methods, hermeneutic/phenomenology interpretation and metacognition.

MOBARTECH



UNIONE EUROPEA
Fondo europeo di sviluppo regionale



Regione Lombardia



experiencing local heritage and cultural landscape in a UNESCO site



Franca Zuccoli, Alessandra De Nicola, Valeria Pecorelli @unimib.it DISUF



PROPOSALS



Engaging people out there: let's build a "treasure hunting" and try to put ourselves in the shoes of the researcher by administering questionnaires.

10th IALE World Congress
July 1-5, 2019; Milano, Italy



Data collected during school work alternance actions' in February and April 2019 in Mantua and Sabbioneta. Thanks to the collaboration of a groups of 15 students of Pitentino Institute, we have reflected on the relationship between heritage, landscape and local stories. Attention was paid to how school-work alternance activities may have promoted personal and collective identity in young citizens of a Unesco site.

