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PROJET

Ecomusée du Val Taleggio

ITALIE

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Inscription

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Nature de l'opération : Projet de valorisation des maisons traditionnelles.

Synthèse : C'est un projet de développement touristique durable : un écomusée dans une vallée alpine italienne « Val Taleggio, BG » pour valoriser les maisons traditionnelles et les produits locaux (en particulier le fromage dénommé Taleggio) pour favoriser le développement économique local.

Taleggio Valley: an Ecomuseum's experience in a Valley

by Dario Benetti

Introduction: landscape's concept evolution

The diffusion of Ecomuseums, that is very recent not only in Italy but also in Europe, is a direct consequence of the deep evolution of landscape's concept so it is worthwhile taking the trouble to explain a few fundamental aspects about it.

Everybody knows that the concept of *landscape* has nowadays a wider meaning than before. Since the seventies this sense change started because of the first fuel crisis and Kippur war, when the earth understood the weakness of its fundamental sources. *Development's Limits and Survive's Strategies* reports by the Rome Club, in the early seventies, underlined physical limits for the world and funded the Ecologist movement. For the first time, the evidence that development is not unlimited but has limited and not renewable sources showed everybody the wrong way taken till that time.

“Landscape – from 2000 *European Landscape Treaty Convention* – refers to a precise part of a territory, as it is perceived by its inhabitants, which features derive from natural and/or human factors and their relations”.

The “little Switzerland of Bergamo's province”

The Taleggio Valley is located in Bergamo's province – Italy -, 800 meters a.s.l.; this area is similar to a tableland but it has subsidence created by the main furrows: the Enna torrent, west – eastward, the torrent in Asinina Valley, north – southward and the torrent in Madonna Valley, that flows from north – west to south – east nearby Sottochiesa (literary “under Church”) that is divided from Peghera by a ridge, in which there is Olda. The Valley is unfortunately not well known, probably because of communications' difficulties: the main road joins Taleggio to San Giovanni by a steep slope through imposing gorges, while the others roads – less important – reach southward Brembilla Valley and westward Sassina Valley, by the so called “Culmine di San Pietro” (literary Saint Peter's peak). As a consequence of its natural isolation, the Valley is quite pure and untouched, with meadows, woods and evidences of the ancient tradition linked to agriculture and breeding: for this reason, the Valley has been called “little Switzerland of Bergamo's province”. Such an intact place close to lowland is actually not so common to be found. Truly, there are also

signs left by building's transformations in the sixties; however, their presence is not so damaging as in other valleys is.

As a typical local tradition, there is not a real village of Taleggio. Local population occupies the whole territory, either by groups of houses or by isolated constructions, as it happens in other Alps places. Its government is likewise fragmented: it is split in two villages, which belong to Bergamo's province (Vedeseta and Taleggio). This division is an historical heritage of an ancient boundary, which was present not only through the Valley but also among its families and communities: on one side there were Vedeseta's families which belonged, in the early '400, to the dukedom of Milan; on the other side there was Taleggio, which belonged to the Venetian Republic. Another characteristic is the presence, in each parish, of a church, sometimes bigger than the need of its congregation, or a graveyard. The parishes with the most number of permanent inhabitants are in Vedeseta's area: Vedeseta, Avolasio, Reggetto, Lavina. In Taleggio's area there are Sottoclesia, Olda, Peghera, Pizzino and other minor parishes and fragmented farmhouses have to be added (about 1.000 small Alpine huts).

From landscape's systems to ecomuseum's itineraries

A landscape is a complex entity with many meanings and is the result of secular relationships between subjects (the communities) and built – up areas. It needs here and elsewhere a multifaceted interpretation, that is able to interpret the different systems which compose it.

The two main systems that can be analyzed are:

Huts and stone farmhouse's system

The ancient presence of an economy based on agriculture and breeding is still evident and a correct relationship with the landscape can be set up on it. The Valley is full of more than thousand huts, which are characterised by a typical style, marked by particular roof of stony pitches. These simple masterpieces have survived, thanks to the isolation of agricultural life. The most interesting kind of roof, very strong even if weak to pressure, is called *piöde* (thick pitches), which is a sole example in the world only here and in the near Imagna Valley; this architectural heritage is an important variety among traditional European huts.

The roof structure, with a 50° slope, determined the maximum dimension of the building and the overhang of the roof itself. As often happens in traditional stone architecture, the eaves is

missing, leaving the stone exposed. The simple volumes and the rigorous modules creates a magnificent esthetic effect.

The majorities of the survived structures – even though a few examples are found also in the main villages – are dispersed in the mountains and are of simple rectangular floor plan, maximum of two stories high. These buildings have been used as farms (the ground floor is occupied by the cattle and above as barn) and often, adjacent to them there are other spaces with simpler roof tile structures. These secondary buildings host the living spaces (composed of a chimney and bed). Sometimes more spaces are built to host sheeps or other smaller animals.

The walls are in irregular size stones and mortar, only in few cases the buildings have stucco finishes. Unique is the “T” shaped barn’s opening, which made the entry of the animals very difficult while allowed an easy entry to the farmer carrying hay with the “fraschera” (a sort of huge back pack made with vines) or other traditional tools (all those tools indicates that the use of carts was not common).

The most interesting area where several of this buildings still exists is certainly the one located North of Sottochiesa which includes the villages of Fraggio, Salzana, Grasso e Ca’ Corviglio.

Dairy – farming’s system

An intensive use of the territory for agriculture and breeding, characterized by the presence of the huts, is also linked to a dairy – farming which is still influencing the identity of this Valley: the two most important kind of cheese are *Taleggio* and *Strachitunt Valtaleggio*. This production has been taking place here since the Middle Ages. However, the Taleggio is nowadays sold all around the world and the brand D.O.P. (.....) covers a wide area, from Piemonte to Veneto. In the Taleggio Valley there the dairy farm tradition is quite important and it is carried out by more than 20 farms. Moreover there is a cooperative that, using traditional methods, processes 20 quintal of milk daily (located in Magrèra). In Peghera, several companies are dedicated to the maturation of the cheese (the majority of the cheese is made in the plain and is transported to the Valley only for the maturation process, an ancient one that requires 40 days of expert care). Great is the potential for a development of this economic sector, in which quality, uniqueness and local traditions could be exploited.

Different is the role of the *Strachitunt Valtaleggio*, only recently valorized in the cuisine both nationally and internationally. This cheese has obtained the D.O.P. and it is produced only in

the Valley by the small farms and by the cooperative S. Antonio. To produce this cheese only local milk is used.

Taleggio Valley Ecomuseum's project

The most interesting purpose of an Ecomuseum in relation to local development is based on making the most of a pre – existing cultural system, in order to underline its characteristics, its boundaries and its beauties.

It refers especially to a kind of tourism, used as a tool of development, realized through the owners of this heritage, that means its inhabitants. In this way, the population becomes protagonist of its own future.

“Ecomuseum Taleggio Valley” ‘s mission is to become a new centre for tourism, education and culture, which is able to improve the economy of the Valley, its social relationships and its governance.

This project is based on seven fundamental ideas:

a) the training and the participation of the local population to the museum creation for the development of a vital culture;

b) the valorization of the *local cultural heritage at the service of the local development*¹;

c) the creation of a network of thematic Ecomuseum routes to valorized the territory. Particular attention is posed to the dairy farming tradition (*Taleggio e Strachitunt Valtaleggio*), to the vernacular architecture of the ancient farm buildings and to the natural untouched landscape;

d) in order to promote an economical, environmental and turistic development the restoration and development of new cultural, educational and social infrastructures is necessary;

¹ DE VARINE H. *Le radici del Futuro. Il Patrimonio locale al servizio dello sviluppo locale* — www.interactions-online.com – Edizioni Clueb – 2005 - a cura di Daniele Jalla Presidente ICOM

e) the promotion and construction of new turistic building such as baita and breakfast, short rental, wellness centers, tasting centers (silter) are necessary;

f) the development of a partnership between private and public institutions and the creation of a management organization. This to assure a five years plan of development;

g) provide a new source of economic development using a new organizational strategic model

The population desire is to communicate the local traditional values of this region through the development of this project.

The proposed ecomuseum project wants to re-quilify and redevelop a geographic area that if not helped will definitely be abandoned overtime.

Following are the primary itineraries:

□ *The Taleggio and Stachitunt routes*

□ *The huts and rural farms routes*

□ *The sacred and historical routes*

□ *The ecosystems route*

Economic project and its impact on local development

This project not only will protect the existing artistic, cultural and environmental heritage but it will allow to organized these parts on a network. This will give the input for a new economic development based on a turistic and cultural offer.

In order to assure economical and social results, a process of partnership between the public and private entities has begun. The municipalities of Taleggio and Vedeseta have been organizing several meetings and events in order to stimulate the local population, the private companies and the tourists. Everybody agreed upon the great value of this project and the necessity to develop it in a way that will protect the Valley cultural, social and environmental identity.

The two municipalities have been in the past few years developping and completing several actions all focusing in the creation of the Val Taleggio Museum, in accordance with all the regional public organisms.

The Ecomuseum project seeks the participation of private investors as well. The municipalities have devoted great efforts in order to include private companies in this partnership. Some companies have already signed an agreement. Recently a public/private partnership project for the renovation

and/or new creation of the tasting restaurants (silter) has been presented to the Lombardy Region office.

The following two tables indicates the existing and projected touristic flow; the analysis consider the major cultural offer “typologies”. The numbers have been divided based on two categories of tourists: daily tourists and tourists that stay in the area for longer periods (either in private owned houses or in rental apartments).

The data are showing an increasing number of visitors, up to a total of 7,000, 750 of which are staying in hotels and rental apartments.

New touristic infrastructures that are giving value to the environment and the cultural heritage are the reasons why more people are coming to visit the Valley.

A new Ecomuseum is in the make. This will serve as central impulse and stimulus to the local turistic companies (artisan products, development of hotels etc...)

2008, first year in which the newly constructed infrastructures will influence the results of the data, is used as projected year. Numbers are projected conservatively but it is important to notice the new presence of tourists in months that are not considered traditionally the peak turistic months.

presenze turistiche attuali in Val Taleggio												
	gen	feb	mar	apr	mag	giu	lug	ago	set	ott	nov	dic
turisti in seconde case nel fine settimana	400	160	160	1600	1600	2400	4800	6800	2400	160	160	1600
turisti in seconde case durante settimana	50	20	20	200	200	300	600	850	300	20	20	200
turisti in alberghi nei finesettimana	12	5	5	48	48	72	144	204	72	4,8	4,8	48
turisti in alberghi durante settimana	3	1,2	1,2	12	12	18	36	51	18	1,2	1,2	12
turisti giornalieri fine settimana												
biciclette				120	120	180	360	510	180	12		
motociclette				40	40	60	120	170	60	4		
piedi	420	420	420	420	420	420	840	1190	420	420	420	420
turisti giornalieri durante settimana												
biciclette				80	80	120	240	340	120	8		
motociclette				40	40	60	120	170	60	4		
piedi	50	20	20	200	200	300	600	850	300	20	20	200
TOTALE	935	626	626	2760	2760	3930	7860	11135	3930	654	626	2480
TOTALE PRESENZE IN SECONDE CASE	25020											
TOTALE PRESENZE IN STRUTTURE RICETTIVE	834											
TOTALE PRESENZE GIORNALIERE	12468											
TOTALE	38322											

presenze turistiche in Val Taleggio con ecomuseo a regime (anno 2008)												
	gen	feb	mar	apr	mag	giu	lug	ago	set	ott	nov	dic
turisti in seconde case nel fine settimana	420	168	168	1760	1840	2760	5520	7820	2760	168	168	1680
turisti in seconde case durante settimana	53	21	21	220	230	345	690	978	345	21	21	210
turisti in alberghi nei finesettimana	21	8	8	88	92	138	276	391	138	8	8	84
turisti in alberghi durante settimana	5	2	2	22	23	35	69	98	35	2	2	21
turisti giornalieri fine settimana												
biciclette	32	13	13	132	138	207	414	587	207	13	13	126
motociclette	11	4	4	44	46	69	138	196	69	4	4	42
piedi	84	34	34	352	368	552	1104	1564	552	34	34	336
turisti giornalieri durante settimana												
biciclette	32	13	13	132	138	207	414	587	207	13	13	126
motociclette	11	4	4	44	46	69	138	196	69	4	4	42
piedi	84	34	34	352	368	552	1104	1564	552	34	34	336
TOTALE	751	300	300	3146	3289	4934	9867	13978	4934	300	300	3003
TOTALE PRESENZE IN SECONDE CASE	28386											
TOTALE PRESENZE IN STRUTTURE RICETTIVE	1577											
TOTALE PRESENZE GIORNALIERE	15139,2											
TOTALE	45102,2											

Incremento	
TOTALE PRESENZE IN SECONDE CASE	3366
TOTALE PRESENZE IN STRUTTURE RICETTIVE	743
TOTALE PRESENZE GIORNALIERE	2671
TOTALE	6780

The project for the realization of the Val Taleggio Ecomuseum: Taleggio, Strachitunt and Traditional houses civilization, is composed of 32 interventions per a total of Euro 2.353.561.

The sum has been already approved and has founding have been allocated. Several projects have already started construction and others will start soon.

The completion of phase one is scheduled for July 2007.

Progetto Strategico complessivo - piano economico, finanziario e cronoprogrammatico

	Ecomuseo Valtaleggio	Totale investimenti	Cronoprogramma	
			Inizio lavori	Fine lavori
Scheda 1	Ecomuseo Val Taleggio: Progetto di riqualificazione e valorizzazione territoriale mediante recupero percorsi storico-culturali nei Comuni di Taleggio e Vedeseta - QUATTRO PERCORSI TEMATICI IN RETE da fare a piedi in mountain bike, a cavallo o coi muli: La via del Taleggio e dello Strachitunt; La via delle Baite e Dimore rurali; La via del paesaggio sacro e della storia; La via degli ecosistemi	€ 521.000,00	09/03/2006	31/07/2006
Scheda 2	Sistemazione Piazzetta San Marco Sottochiesa - Inizio percorso Ecomuseale	€ 63.512,08	appaltato 2005	terminato agosto '05
Scheda 3	Centro polifunzionale Vedeseta a sostegno Sistema Ecomuseale	€ 283.000,00	appaltato dicembre 05	30/07/2007
Scheda 4	Restauro Fontana Storica Rocca di Pizzino - percorso ecomuseale	€ 9.269,00	appaltato febbraio '06	30/04/2006
Scheda 5	Studio di fattibilità tecnica ed economico finanziaria del progetto ecomuseale in Valtaleggio e per recupero ai fini ecomuseali delle baite tipiche	€ 40.000,00	appaltato novembre 05	31/12/2006
Scheda 6	Studio per la valorizzazione delle opportunità di sviluppo turistico del territorio della Val Taleggio, In particolare finalizzato alla definizione dei vari itinerari turistici tematici, funzionale alla definizione dei contenuti di una guida turistica e di un sito internet per ecomuseo	€ 22.000,00	appaltato 14/02/06	entro 14/12/06
Scheda 7	Consulenza specialistica per la realizzazione di una carta tecnica georeferenziata dell'ecomuseo territorio di Taleggio e Vedeseta, con individuazione dei percorsi e delle sedi dell'ecomuseo.	€ 20.000,00	appaltato 14/02/06	entro 14/12/06
Scheda 8	Studi di fattibilità per la riqualificazione dei centri storici ai fini ecomuseali delle frazioni di Taleggio e Vedeseta.	€ 40.000,00	appaltato 14/02/06	entro 14/12/06
Scheda 9	Studio di fattibilità per il recupero a fini turistici della strada di collegamento per la frazione di Olda e gli Orridi del torrente Enna, con la realizzazione di un ponte pedonale sospeso.	€ 10.000,00	appaltato 14/02/06	entro 14/12/06
Scheda 10	Studio e esecuzione cartellonistica ecomuseale in quota - aree protette	€ 5.780,00	appalto marzo '06	30/06/2006
Scheda 11	Studio e realizzazione illuminazione artistica degli orridi	€ 30.000,00	in fase di appalto	entro metà '07
Scheda 12	Monitoraggio e comunicazione Ambientale Ecomuseo Valtaleggio	€ 90.000,00	inizio 2007	30/09/2007

Scheda 13	Progetto Formativo Ecomuseale Provincia Bergamo	€ 50.000,00	01/05/06	30/06/07
Scheda 14	Progetto di valorizzazione e rilancio delle attività economiche attive sul territorio con la creazione di un ecomuseo - attività formativa aziendale, guide e cantinette (silter) annuale 2006	€ 100.000,00	01/05/06	30/12/2006
PROPOSTE CANDIDATE AL BANDO FONDAZIONE CARIPLO - tutte le cifre sono comprensive di Iva ed oneri di legge				
Scheda 15	§ Progetto software e strumenti multimediali innovativi in rete a supporto sedi e percorsi ecomuseali § Studio Start up ecomuseo e attivazione segreteria tecnica	€ 20.000,00	15/06/06	31/12/2006
Scheda 16	Studio di valutazione impatto ambientale dell'ecomuseo	€ 15.000,00	15/06/06	31/12/2006
Scheda 17	Ideazione e Sviluppo Cartellonistica ecomuseale - bassa quota	€ 20.000,00	15/06/06	31/05/2007
Scheda 18	Studio ed allestimento esposizioni - collezioni ecomuseali	€ 92.000,00	15/09/06	31/05/2007
Scheda 19	Studio e Arredo delle "Porte dell'ecomuseo"	€ 45.000,00	15/09/06	31/05/2007
Scheda 20	Promozione ed eventi a sostegno immagine intervento Fondazione Cariplo	€ 85.000,00	15/06/06	31/12/2007
Scheda 21	Porta Ecomuseale Sottochiesa con allestimento porta multimediale dell'ecomuseo	€ 155.000,00	15/09/06	30/06/2007
Scheda 22	Baita con allestimento cultura rurale bergamina - Salzana - Baita & Breakfast	€ 130.000,00	15/09/06	30/06/2007
Scheda 23	Baita con allestimento cultura della caseificazione - Reggetto di Vedeseta	€ 155.000,00	15/09/06	30/06/2007
Scheda 24	Porta Ecomuseale Vedeseta di sostegno al centro polifunzionale cinema teatro oratorio	€ 25.000,00	15/09/06	30/06/2007
Scheda 25	Fontana storica del Borgo della Lavina di Vedeseta - antica dogana	€ 7.000,00	15/09/06	30/06/2007
Scheda 26	Fontana storica del Borgo degli Asturi di Peghera - santuario	€ 11.000,00	15/09/06	30/06/2007
Scheda 27	Fontana storica San Carlo del Borgo medioevale del Fraggio di Pizzino - antica dogana	€ 7.000,00	15/09/06	30/06/2007
Scheda 28	Fontana storica del Santuario di Salzana di Pizzino	€ 7.000,00	15/09/06	30/06/2007
Scheda 29	Fontana storica del Grasso di Pizzino	€ 7.000,00	15/09/06	30/06/2007
Scheda 30	Porta Ecomuseale Peghera con allestimento grotta per cultura della stagionatura casearia	€ 70.000,00	15/09/06	30/06/2007
Scheda 31	View Point Rocca del Castello di Pizzino	€ 18.000,00	15/09/06	30/06/2007
Scheda 32	Roccolo storico Testori presso Santuario di San Bartolomeo per collezione etnografica della Storia della Caccia e dell'Uccellazione	€ 30.000,00	15/09/06	30/06/2007
TOTALE		€ 2.183.561,08		

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