

Data Card - Cohesion policy investments in museums

From the end of March if the so-called "yellow zones" in Italy would be confirmed, it will become possible to make visits again to the museums even during the weekends, while reserving in due time the ticket and respecting the rules for containing the Covid-19 emergency. At the beginning of February the midweek reopening of the structures represented a first tentative and partial return to normality in relation to the enjoyment of cultural heritage.

OpenCoesione dedicates a DataCard to investments of cohesion policies on museums and similar institutions, financed from the European Structural Funds (ESI) and the national ones of the Fund for Development and Cohesion (FSC). On the OpenCoesione portal, operations on this type of structures are part of the wider set of projects relating to Culture, whose focus covers 11,176 projects, for a public cost of € 7.80 billion and payments of € 4.29 billion (data updated to 31 October 2020).

In addition, in February 2020, was published an in-depth study that integrates the data on projects financed by cohesion policies in the cultural field and those of the Istat survey on museums and similar public and private institutions. The data linkage activity crossed the Culture perimeter, using as a database the update as of 30 June 2020, and the repository of 4,908 museums, galleries, collections, archaeological areas and parks, monuments and monumental complexes (public and private) object of the 2018 annual survey by Istat. There are 1,195 projects identified - both infrastructural and intangible - for a cost of almost € 1.76 billion (corresponding respectively to 11% of the projects and 23% of the investments recorded in the Culture sector). They concern 653 museums, among which OpenCoesione has identified 7 different sites and stories to describe in this Data Card.



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Result of the data linkage

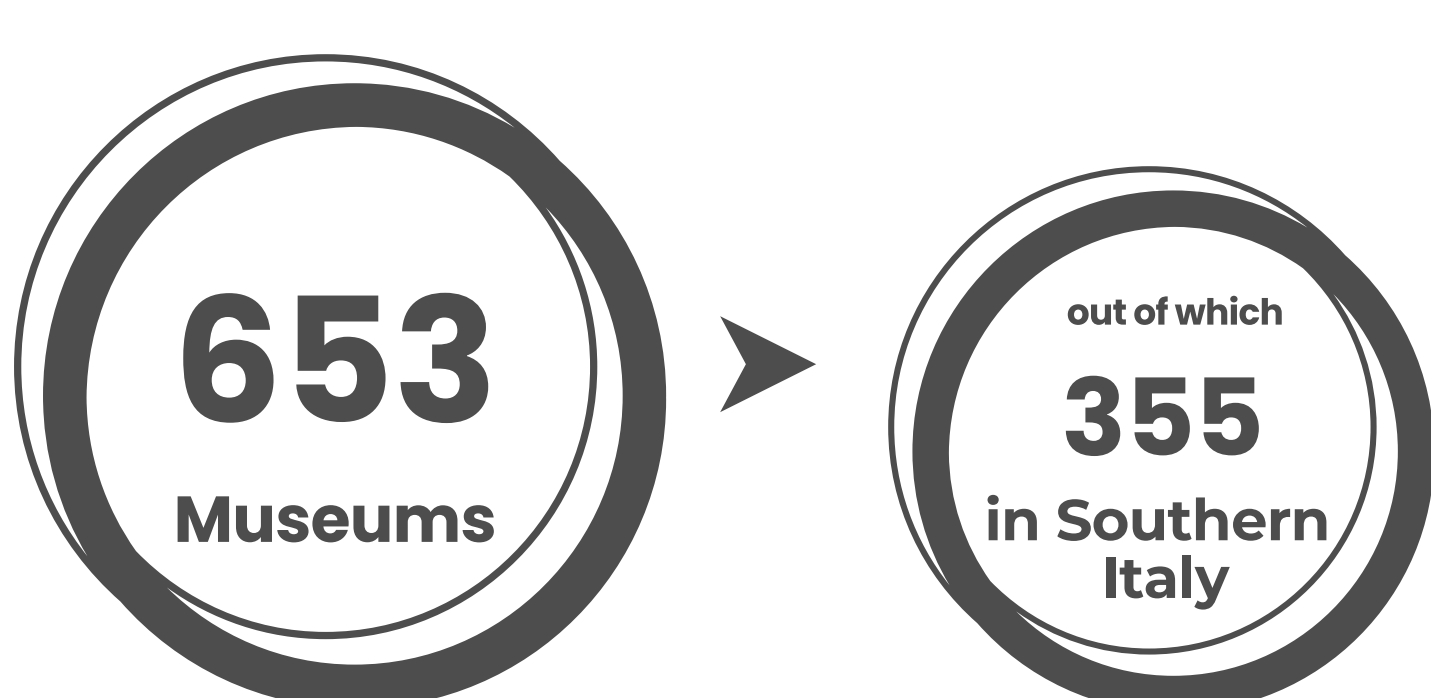
The first analysis conducted by NUVAP on the dataset resulting from the Opencoesione data matching with those on the museums defined by Istat, indicate that most of the museum structures involved in these projects are located in the South of the country, where more than half of the funded museums are located (355 total) and where almost seventy percent of the funds are invested.

In relation to the type of interventions, the integration between the two databases highlights a prevalence of infrastructural interventions, both as regards the projects (83%) and the resources invested (93%): interventions classified as "infrastructural works" are 993 out of 1,195 for a total cost of 1.6 billion euros. On the other hand, only a small part of the investments concern the acquisition of goods and services (6%), or the disbursement of contributions and the granting of subsidies (1%).

The cohesion policy funded projects have affected both the great attractors of the Italian cultural heritage well known also to international tourist flows - i.e Pompeii - but they have also reached many institutions of local importance or in any case interested by a more contained cultural demand, considering that more than half of the museums financed do not exceed 10,000 visits per year.

However there are also structures located within inland areas of the country - such as those affected by the National Strategy for Internal Areas - which represent important attractors on a national scale, also from the point of view of tourist flows. Among these we have identified some of the 7 museum structures that will tell our story.

Data matching OpenCoesione - ISTAT



Typology of investments and funds invested



MUSEUMS

Forte di Bard

Bard is a municipality in the internal area of the Lower Valley, one of the two identified by the Valle d'Aosta Region as part of the National Internal Areas Strategy. About 23,000 people live in the Lower Valley. Here is located the fort carrying the same name, a large and articulated architectural complex disused in 1975 by the military property and purchased by the Autonomous Region of Valle d'Aosta in 1990, which carried out the recovery project of the complex for its restitution to public use and with cultural purposes with the contribution of the European Regional Development Fund and the National co-financement in the framework of the planning the reconversion of areas in



industrial decline, under the supervision of the Superintendence for Cultural Heritage and Activities of the Valley Region of Aosta. The operation was financed with € 9.77 million in the framework of the ROP RCE ERDF VALLE D'AOSTA 2007-2013.

Since 2005 the management of the Fort has been entrusted to the Forte di Bard Association: the founding members are the Valle d'Aosta Region, the CRT Foundation and the Compagnia di San Paolo - which operates on a non-profit basis with the main mission of conveying the Fort and its articulated cultural offer in Italy and abroad and transforming it into a driving force for the development of cultural tourism, also dealing with the management of hospitality and commercial services connected to the complex for this purpose.

In 2018 there were 284,326 visitors which occupies an area of 14,467 square meters and hosts 3,600 square meters of exhibition areas with five museums: the Museo della Alpi, a modern museum space able to explain the mountain transformed by the hand of man; the Prisons of the Fort; the Museum of Fortifications and that of the Borders; the Alpi dei Ragazzi, a playful-educational space for approaching the mountains and mountaineering that has as its main theme the ascent to the highest peak of the Alps, Mont Blanc.

Until the end of March 2021, the Forte di Bard dedicated a monographic exhibition by the painter to Renato Chabod, a representative figure of the Aosta Valley and national political, cultural and mountaineering life. The only Valdostan senator appointed vice-president of the Senate, Chabod was General President of the CAI for many years.

Project

[ENHANCEMENT OF THE FORTE DI BARD AND COVERAGE OF THE COURTYARD OF THE OPERA CARLO ALBERTO](#)

Bergamo Botanical Garden "Lorenzo Rota"

The Botanical Garden "Lorenzo Rota" is a municipal institution opened in 1972 which cultivates, displays, researches, collects, acquires, conserves and studies plant collections at the service of society and its cultural, social and economic development. The core mission of this type of institution is represented by the activities of the study, conservation and protection of the natural plant heritage and threatened ecosystems.



Agro-diversity heritage

To entertain visitors and educate on sustainability in relation to man's relationship with nature and agriculture



Astino section

The temporary section of the Bergamo Botanical Garden in the landscape district of Astino to intrigue visitors by talking about biodiversity and agrobiodiversity

The Botanical Garden also combines cultural and educational activities, through the organization of exhibitions, guided tours, workshops for young people and adults, as well as conversations and conferences, training courses and other didactic-educational activities.

From May 2015 the Botanical Garden has been enriched with a new section in Astino: it is the "Valley of Biodiversity", dedicated in particular to the biodiversity of food plants, to educate on sustainability and help harmonize three levels man - agriculture - nature, starting from the local context.

There are over 1200 varieties from Italy and the world that change according to the seasons and schedules, growing on an area of 9000 square meters, near the monastery of Astino and the SCS "Boschi dell'Astino e dell'Allegrezza". The varieties present are those used by man throughout his history. Belonging to over 300 species, they represent a precious heritage set up to raise awareness of agrobiodiversity and biodiversity in general, in an agricultural-forestry compendium of great quality, such

as that of Astino of the Botanical Garden of Bergamo. In 2018, the Botanical Garden of Bergamo hosted 65,724 visitors. The intervention was financed with approx. € 350 thousand euros as part of the National Implementation Program (PNA). "From Expo to the territories 2007-2013". TheFrom Expo to the territories was an initiative born with the aim of making Italian agri-food excellence and every typical product known up close, starting with the discovery of the places of production, cultural and landscape heritage, traditions and Italian hospitality. The initiative has helped to relate two territorial and cultural systems with a strong environmental footprint, with many specificities, with common fruition objectives and possible synergies for the promotion and enhancement of the tourist offer. Furthermore, it has favored the knowledge of the historical and architectural presence in the territory, of itineraries and rural areas and of the production excellence of the agri-food chains.

Project

[CONSTRUCTION OF THE ASTINO SECTION OF THE LORENZO ROTA BOTANICAL GARDEN](#)

The Castle of Bardi



The Castle of Bardi (PR) is one of the magnificent places belonging to "Castelli del Ducato", a network of public-private organizations founded in 1999 that deals with the promotion and management of a total of 33 fortresses and manors in the Parma area (20), Piacenza (12) and Lunigiana (1), attracting about 600 thousand visitors a year.

The reference area is also in this case an inland area (SNAI), the Piacenza-Parma Apennines, where about 21,400 people live. There are 25 municipalities that are part of the Castelli del Ducato network. In this context the Castello di Bardi is highlighted as it is considered one of the greatest examples of military architecture in Italy and represents the main tourist

attraction of the Val Feno: in 2018 it welcomed 31,659 visitors. The intervention, financed with 1,019,887.74 euros, of which 679,925 euros financed by the ROP CRO ERDF Emilia-Romagna 2007-2013, aimed at guaranteeing an overall enhancement of the Fortress through structural interventions that allowed the recovery of spaces not accessible and not usable for visitors and through the consolidation and restoration of seriously damaged parts of the building.

Specifically, the project involved: the arrangement of the parade ground and the ravelin under the clock tower; the arrangement of the masonry and spaces of the vegetable gardens; the restoration of premises to be used for accommodation and services for visitors; the consolidation of the roofs and waterproofing of the roofs; restoration of eaves, parapets, fronts and stone steps; restoration of the wall faces.

Since 2014 it is possible to visit the Artillery Bastion built by Manfredo Landi in the 15th century, open to the public thanks to recent restorations.

Inside the fortress, in addition to the fortified structure, it is possible to visit the Museum of Valligiana Civilization, five Alpine Rooms, the Museum of Fauna and Poaching, the Archaeological Museum of the Teno Valley. After the intervention, the Castle is also enhanced as an exhibition venue for temporary or thematic exhibitions and for events of different types, as well as for educational activities with schools grouped in the "didactic castle" package which includes thematic guided tours, costumed animations and creative workshops.

Project

[I CASTELLI DEL DUCATO: REDEVELOPMENT OF THE CASTLE OF BARDI](#)

Archaeological park of ancient Aeclanum

The archaeological area (public managed) is located in Irpinia, at the entrance to the Passo di Mirabella hamlet, in the Municipality of Mirabella Eclano (AV). The launch of the center of Aeclanum, founded by the Samnite tribe of the Irpini, dates back to the end of the third century BC: the town was located along the ancient Via Appia, the artery that connected Rome to Brindisi. The first excavations carried out in the city of Aeclanum in the first half of the twentieth century brought to light the remains and traces of buildings dating back to the imperial Roman era when the city assumed the status of a colony: the macellum that is the covered market, the baths, which represent the most valuable monument of the Archaeological Park of which the rooms destined to tepidarium, calidarium and frigidarium, and several houses are recognizable. It dates back to the end of the 4th century. A.D. a Christian basilica that attests to the continuation of life in the inhabited urban settlement until the seventh century. AD, as well as the existence of the seat of the



diocese, which had as its bishop Giuliano, an opponent of St. Augustine. In 2018 the park was visited by 3,572 visitors. Within the 2014-2020 programming period, there are two interventions financed with the overall funding of 250 thousand euros of Development and Cohesion Fund, through the MiBACT Culture and Tourism Plan. In particular, these interventions are part of a project aimed at enhancing the long interregional route of the Appian Way, and the monuments and contexts of cultural interest gravitating on it, with the ultimate aim of creating a real system of cultural enjoyment of the historical itinerary. Geophysical surveys and an archaeological excavation were carried out at the site of the ancient Aeclanum to identify the route of the Appia that crossed the city.

Projects

[ARCHAEOLOGICAL EXCAVATION AIMED AT THE IDENTIFICATION OF THE APPIA TRAIL](#)

[ARCHAEOLOGICAL AREA OF AECLANUM – GEOPHYSICAL INVESTIGATIONS INSIDE THE ARCHAEOLOGICAL AREA OF AECLANUM AT THE NORTH-WEST PORT](#)

The Charterhouse San Lorenzo of Padula



“The Certosa di San Lorenzo in Padula in the Vallo di Diano is one of the most impressive monastic structures in the world. Its construction began in 1306, but its current Baroque form is the result of the transformations carried out in the 17th and 18th centuries which have given it its current Baroque form, with an articulated and rich organization of open spaces and architectural volumes that characterize the various functional components of the complex. Declared a National Monument since 1882, the Certosa, however, experienced a long period of neglect in which it was a prison, a hospital, a barracks, a school and even a concentration camp during the two world wars. Only in 1982, with the start of the first structural recovery works, to which cohesion policy has made a substantial contribution over time, was the Charterhouse gradually returned to public use.

Cultural site of international importance – since 1998 inscribed on the UNESCO World Cultural Heritage List – the Certosa is a monument under the jurisdiction of the state (MiBACT Campania Museum Center), where over 90,000 visitors entered in 2018. Cohesion policy has intervened on the Certosa since the 2000-2006 programming period (not monitored on OpenCoesione) with major restoration work planned as part of the funding dedicated to the Great Cultural Attractors in the Campania region.

As part of the 2007-2013 and 2014-2020 programming period, interventions are planned within the Charterhouse for a total value of 13.99 million euros, two of which are already underway. The most important action is worth 8.44 million of Euro and is carried out through interventions for the protection and enhancement of the Great cultural attractor Certosa di Padula which basically concern restoration interventions aimed at conservation and functional, structural and plant adaptation. In addition to the restoration of the monumental part, approximately one million euros will be dedicated to innovative teaching assistance systems – aimed mainly at school groups – including a “knowledge room” in which visualizations of the monumental complex will be set up according to augmented reality methods. Another intervention involves the reconstruction of part of the roof of the large cloister, the recovery of the basement, the revision of the roof of the granaries and guest quarters, the recovery and construction of the vertical connection between the prior’s apartment and the library.

The Certosa site represents one of the main centers of gravity on which the development strategy defined by the municipalities that make up the internal area “Vallo di Diano” (SNAI) gravitates, which has a population of just under 60 thousand inhabitants. The strategy of the Area leverages the enormous potential of the site for a “cultural driven” development of the territory, starting from a context such as that of the Certosa, which for five centuries was one of the largest construction sites in southern Italy, representing an incredible forge of arts and crafts – stonemasons, workers, artists, skilled workers – and which, in the vision of the Area Strategy, will represent a new and modern way of being a “construction site”, a place to produce and support innovation e che, nella visione della Strategia di Area, potrà rappresentare un nuovo e moderno modo di essere “cantiere”, un luogo dove produrre e sostenere innovazione. There are two lines of action that directly concern the Certosa: one, “Poles of memory”, is aimed at enhancing and promoting the identity of the territory and the related knowledge networks, thus activating a virtuous circle of learning, enhancement and dissemination of local knowledge. This allows to increase the economically productive use of knowledge, fueling growth and development processes, not only material but also immaterial. The second provides for support to cultural and creative enterprises for the creation of offers of cultural products / services.

Projects

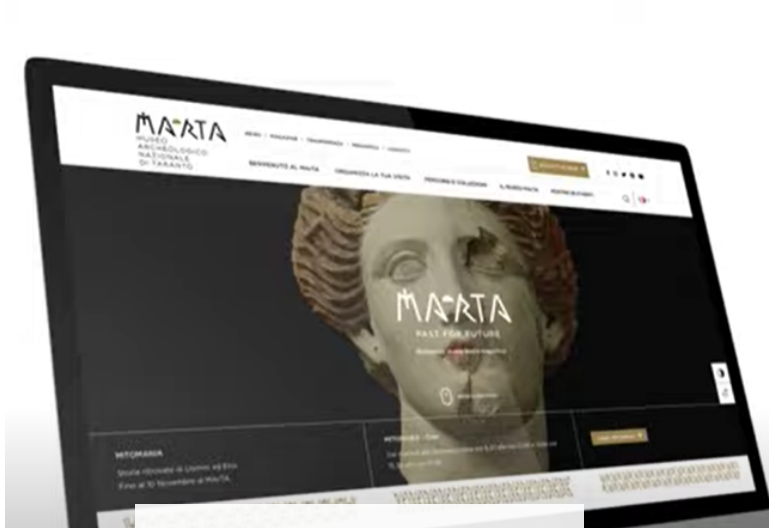
[THE GREAT CULTURAL ATTRACTOR “CERTOSA DI SAN LORENZO”](#)

[GREAT CULTURAL ATTRACTOR “CERTOSA DI SAN LORENZO”: REC. AND RIQ.](#)

[THE CERTOSA DI SAN LORENZO IN PADULA: RESTORATION AND INNOVATIVE USE FOR THE ENHANCEMENT OF THE UNESCO SITE AND FOR A SUSTAINABLE DEVELOPMENT OF THE REFERENCE TERRITORY](#)

[REFURBISHMENT OF PART OF THE ROOFS OF THE GRAND CLOISTER, RECOVERY OF THE UNDERGROUND, REVISION OF THE ROOFING OF THE BARN AND GUESTHOUSE, RECOVERY AND CREATION OF THE VERTICAL CONNECTION BETWEEN THE PRIORE APARTMENT AND THE LIBRARY](#)

The MARTA of Taranto



New website & brand identity

Compliant, layout responsive, accessible and international



Photo credit: Di Fabien Bièvre-Perrin - Opera propria

Museum venue

The project enabled digitalization of 40,000 archeological artifacts and new museum interactive setup accessible to all groups of users

The National Archaeological Museum of Taranto (MARTA) is one of the most important in Italy and was established in 1887. Since its origins the Museum occupies the former Convent of the Alcantarini Friars built in the mid-18th century and since the 90s of the last century it has experienced a long season of renovation and complete rearrangement of the exhibition spaces, largely supported by cohesion policy. Thanks to these interventions, it was possible to ensure the progressive reopening to the public, in 2007, 2013 and 2016, of the new exhibition sections dedicated respectively to the Hellenistic funerary culture and to the Roman and medieval age, to the prehistory and protohistory of Puglia, to the city and to the necropolis of Taranto of the archaic and classical age.

In 2018, 73,237 visitors went to MARTA, an institution under state jurisdiction that has enjoyed the status of a special autonomy institute since 2014.

Among the various i operations supported by cohesion policy, the project we highlight is “Museo MARTA 3.0” funded in the framework NOP Culture and Development (managed by the Ministry of Culture) 2014-2020 for a total amount of € 2,50 millions of Euro. The project intends to renew, integrate and extend the cultural offer of the complex, making use of the most modern ICT technologies and delivering innovative and interactive content with visitors. The project includes a new platform that allows the MarTa Museum site to become international and mobile friendly to all intents and purposes. It is possible to browse the platform in eight different languages, in addition to the Italian language there are in fact English, French, German, Spanish, Russian, Chinese and Arabic. With the funds of the project, the restyling of the coordinated image and logo (which recalls the Trident of Poseidon) and the preparation of a targeted communication strategy are also envisaged;

digitalization of 40,000 archeological artifacts; museum set-up with experiential activities, including for the disabled; fablab, 3D digital craft workshop and didactic focus on activities related to culture, goldsmithing and archeology. The energy efficiency project of MARTA is also underway. The main interventions envisaged concern the external envelope (with the replacement of existing fixtures with new elements with low thermal transmittance; re-insulation of vertical and roofing surfaces) and the internal one (with the remaking of air conditioning systems with coupled low enthalpy geothermal system to trigeneration systems; installation of trigeneration systems for the production of hot water, chilled water and electricity; refurbishment of thermal fluid distribution networks; preparation of new cogeneration systems).

Two teams of At the School of OpenCoesione monitored the projects of the Archaeological Museum of Taranto.

The first team of students (class 2C human sciences of the Liceo Desanctis-Galilei di Manduria - TA) monitored the intervention of 5 million euros in the school year 2016-2017 for the renovation, preparation and enhancement of the museum, carried out in the 2007-2013 period. The Monithon report, edited directly by the students, captures the culminating point of the museum’s rearrangement process, with the last inauguration in mid-2016, highlighting that “...from the data collected we have deduced that the Museum managed to achieve in 2016 the maximum number of visitors thanks to a further embellishment of the display cases and the inclusion of information totems”.

The second team of students (Pacinotti Institute of Taranto, school year 2020-2021) “Marta 3.0 The museum of the future” is instead working to monitor the project of the same name, described above, and currently under construction.

Projects

[ARCHAEOLOGICAL MUSEUM OF TARANTO \(MARTA\) – RENOVATION WORK, PREPARATION AND ENHANCEMENT](#)

[MIBAC: NATIONAL ARCHAEOLOGICAL MUSEUM OF TARANTO – ENERGY EFFICIENT WORKS LINE 2.2 PROMOTION ACTIONS OF THE NATIONAL ARCHAEOLOGICAL MUSEUM OF TARANTO MARTA AND TOURIST DESTINATION TARANTO](#)

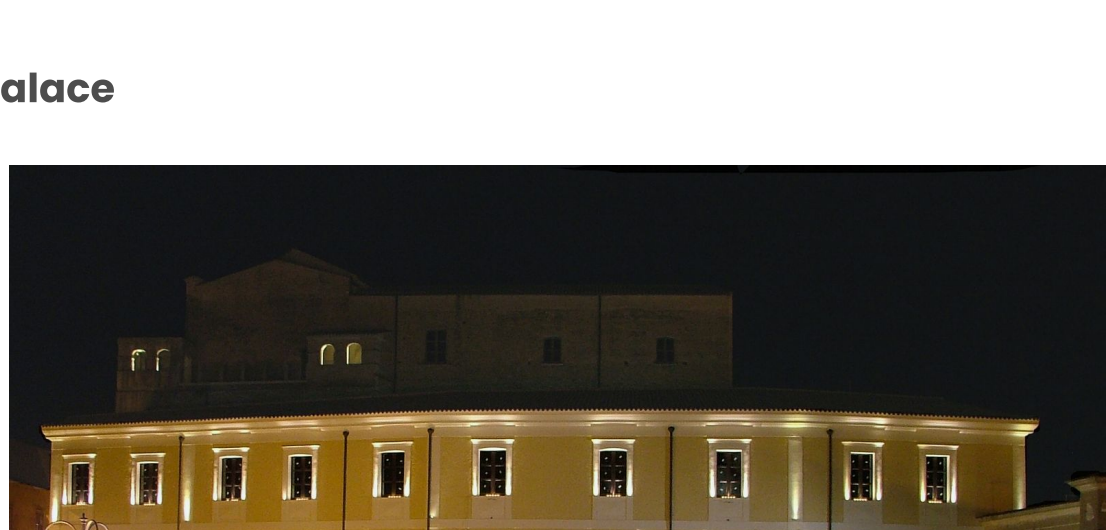
[TARANTO – MARTA NATIONAL MUSEUM – THE MARTA MUSEUM 3.0](#)

Exposition center at Tricarico Ducal Palace



Exposition center

Palace since 2001 offers the possibility to visit a valuable collection of archaeological artifacts



Museum premises

located in the historic Tricarico; it overlooks Piazza Garibaldi and has its main entrance in Via Vittorio Veneto.

The complex, which retains a sixteenth-century structure and developments in rooms with wooden ceilings and paintings of the eighteenth century, formerly the home of the noble family of the Counts of Tricarico, hosts the exhibition center since 2001 with a valuable collection of archaeological findings can be visited testimony of the importance that the area of the Middle Basento assumed since the archaic age as a strategic point of road communication. The imposing building, which is the only known example of Palazzo Comitale in Basilicata to date, and whose first Norman structure dates back to the early fourteenth century, was then in the availability of the order of the Poor Clares who installed the convent of Santa Chiara.

Thus the structure is typical of castles, with an external fortification equipped with towers and an access door that opens onto the lower courtyard, a second door that opens onto the upper courtyard. At the beginning of the twentieth century,

the building was purchased together with vast estates once feudal by the Piedmontese industrialist Silvio Turati (owner of the Carpano liqueur production plant), who made the building the administrative headquarters of his farm. Having become the property of the Province of Matera, the Palace was used in the 1980s as a school building.

The cohesion funds have contributed to making the Palazzo a space of public use for the community: a restoration project, worth a total of almost 0,5 million euros and the enhancement of the figure of the painter Pietro Antonio Ferro and his cycles pictorial, financed with the POR FESR Basilicata 2007-2013 with the aim of strengthening and specializing the actions of tourism promotion also through the realization of “major events” for the enhancement of cultural sites capable of acting as tourist attractions.

In 2018, 860 visitors were hosted in the Ducal Palace of Tricarico.

Projects

[TRICARICO – “COMPLETION OF THE RECOVERY AND ENHANCEMENT OF THE DUCAL PALACE”](#)

[“PIETRO ANTONIO FERRO” – MUNICIPALITY OF TRICARICO](#)