



ASSOCIAZIONE
POST
INDUSTRIALE
RURALITÀ

Small cooperation project concept for Europa Creativa

POST INDUSTRIAL EUROPEAN LANDSCAPE

Exploration, accessibility and enjoyment through contemporary art

This project aims to collect the heritage of practices and experiences around the post-industrial landscape: does it mean that the set of spaces and structures (architecture and production plants) built or modeled to carry out an industrial production function, now disused, are reinvested in other activities than the original ones and used for non-industrial activities (such as cultural, sporting or residential activities).

The fulcrum of the project is not the industrial archeology, understood as "what remains of a production site", but the activities that animate areas of interest and findings: which activities regenerated them, how they were reinvested, and how their aesthetics, structure and history have influenced the new course of their use, the daily life of the community that lives them.

The focus of the work is therefore not on the material heritage or on their history but on the meeting of these with the needs of the present and the reuse strategies adopted.

The project

- collect documentation on the heritage that has been "rethought" and the activities resulting from this rethinking
- enhance this heritage as a "circular economy" and creative exercise approach;
- proposing aesthetic, creative and experiential approaches that highlight the value of these experiences.

If the landscape is the result of a systematic transformation and interaction that generates a perception in the community, in this place the process of metabolization of a time and an economy is revealed in fieri, the passage towards a "new" culture still to be discovered and understood.

Industrialization and the change of the economy is a process that is sweeping Europe as a whole. The comparison and systematic collection of the answers that are emerging is therefore very interesting for the community identity.

If the collection will necessarily draw on methodologies linked to various disciplines (such as cultural anthropology, urban planning / history of architecture and landscape architecture, cultural planning) finalization, through exhibitions / exhibitions and performances, paper and digital publications, will be linked to contemporary art.

The aim is to offer an aesthetic, conceptual and relational synthesis through new, revealing and founding languages of an emerging sensibility. The goal is therefore not anthropological or architectural, but "linguistic".

We turn to audio-visual, performative, relational arts, and look at the landscape as much as the soundscape, trying to grasp its "habitats".

Le azioni

The main actions are three:

1. a tour with an exhibition pavilion
2. Training:
 - 2a- Courses will be organized for cultural operators of the territories dedicated to the acquisition tools for the cognitive accessibility of museum and territorial sites.
 - 2b - Creation of an integrated commercial outlet for selected products proposed by the non-profit museum and / or cultural realities put online. The course will form a management group for e-commerce.

1. Il tour

The “Nomadic landscape”

The nomadic pavillon

The project will map and collect experiences of post-industrial reuse of the sites, along two European routes, E1 and E10 plus the journey to reach them from Sellero. The routes will be made in stages, one on the way and the other on the way back.

The route will be covered with a modular wooden pavilion, which can be quickly assembled and dismantled, designed by us (see attachment). It is both a container and a content. In it will be collected materials (interviews, photo shoots, textbooks, works, etc.) of the areas / sites affected by the visit, which will create temporary installations in each host site. Each stage will be a moment of collection / documentation and exhibition layout.

Each place where you will stop will have previously adhered to the initiative and reported the areas and sites of interest, the associations / bodies that report to you or the possible contacts interested in accompanying you in the discovery of the site and its history.

The project will produce a series of digital and paper publications of the most significant moments of synthesis.

2a. Accessibility workshop

Alternative and Augmentative Communication

Cognitive accessibility for post-industrial heritage and contemporary art

The CAA is a set of communication techniques, which through an icon language allows to interact with people with temporary disabilities (for example those who do not speak the language of the host country) or permanent (for example people on the autistic spectrum).

The workshop aims to introduce the use of this communication technique, analyze the cases (museum spaces, events and other contexts in which CAA can be used) of the

member associations, set up the introduction of in-house translations by creating the skills, in the operators, for their use.

Timing: two weekends an introductory and a monitoring / evaluation of the instruments inserted at the end of the project.

2b. Workshop e-commerce

Post industrial merchandising

An e-commerce for the productions of the associations involved in the regeneration of the sites.

During the workshop the methods of production will be presented, products and strategies of each participating reality will be evaluated, followed by a course for the management of aspects related to management: sales, distribution, shipping, taxation, etc. of a project e-commerce.

Timing: three weekends, one of co-planning and one of monitoring / evaluation.

Communication

A project blog

accessible from banners, from the sites of the participating institutions

A blog will be prepared on which they will be able to publish, independently, some authors chosen from the participating realities. Each author will have a specific role: he will be the referent of a column or of some types of material, to avoid redundancy and represent a clear reference point for those who want to interact.

The blog will host an e-learning platform and a forum for partners to manage the blog itself.

A communication manual will be agreed with the guidelines for sharing the project contents also on the websites of the partners and bodies of the project network.

Contacts

A project promoted by Associazione P.I.R. Post Industrial Rurality
Headquarters Centro 3T Via Scianica 6, 25050 Sellero (BS) Italia
www.postindustriale.it www.coltivareinlana.it

Francesca Conchieri e-mail: francesca@postindustriale.it tel +39 3383853762
Mauro Cossu e-mail: mauro@ruinascontemporaneas.it tel +39 3240990943