

ERIH ITALIA Meeting - 21 April 2023

Museo del Tessuto - Via Puccetti 3 - 59100 Prato PO

This year's ERIH Italy Meeting will be held on April 21 in Prato at the Museo del Tessuto in the former Campolmi Factory. The decision to hold the annual meeting in Prato was made in conjunction with an important conference, planned by the City of Prato in collaboration with the Region of Tuscany, on "Industrial Tourism in Tuscany." Within the same day and at the same venue, two important and closely related events will therefore take place, giving ERIH Italy members the opportunity to participate, once the morning's proceedings are over, in an event planned in collaboration with the regional authority and specifically dedicated to the fate of industrial tourism. This is an event with few precedents in Italy that shows the centrality that this new tourism sector has gained in the strategies of major institutional players. The theme of our meeting is dedicated to "Designing industrial heritage itineraries in Italy." A number of presentations are already planned concerning both projects in progress and initiatives, already underway, of which further significant developments are announced. What follows is a provisional program which will be followed by the final version as soon as possible. The ERIH Italy meeting is a public event in which non-ERIH members may also participate.

PROGRAM

Institutional greetings

09:30 – 10:00 *Matteo Biffoni* (Sindaco di Prato),
Ilaria Bugetti (Presidente Commissione Cultura del Consiglio Regionale della Toscana)
Edoardo Currà (Presidente AIPAI)

Opening session

10:00 - 10:15 *Massimo Preite* (ERIH Italia)

ERIH Italy's new industrial heritage routes

10:15 - 10:30 *René Capovin* (MUSIL), *Fabrizio Trisoglio* (Fondazione AEM), *Giorgio Bigatti* (Fondazione ISEC), **Water Regional Route of the Po River Valley**
10:30 - 10:45 *Gabriele Bosi* (Comune di Prato),
Industrial Tourism Prato (TIPO): Urban trail and augmented reality
10:45 - 11:00 *Marcello Vaudano* (Fabbrica della Ruota)
Woolscape: the wool landscape of the Biella region
11:15 - 11:30 *Elisabetta Castelli* (Parco Geominerario della Sardegna)
Mining heritage routes in Sardinia

Coffee break 11:30 – 11:45

11,45 – 12:45 Ideas, proposals and testimonies on ERIH Italy sites and museums

Luca Marigliano (Museo della Centrale Antonio Pitter, Malnisio), *Paolo Blasi* (Museo dell'Arte della Lana, Stia), *Giulia Norbedo* (MuCa, Monfalcone), *Filippo Guarini* (Museo del Tessuto, Prato), *Alessandra Brignola* (InGE), *Barbara Catalani* (Magma, Follonica), *Stefania Carretti* (Archivio Officine Reggiane), *Daniele Rappuoli* (Parco-museo minerario di Abbadia S. Salvatore), *Carolina Lussana* (Fondazione Dalmine)

12:45 – 13:45 Round table

Edoardo Currà (AIPAI), *Carolina Lussana* (Museimpresa), *Agata Patané* (ReMI, Ispra), *Manuel Ramello* (Itinerario del cemento nel Monferrato), *Jacopo Ibello* (Progetto Make Como), *Francesco Antoniol* (Trattopunto)

13:45 – 14:00 Conclusions

Massimo Preite (*ERIH Italia*)

14:00 – 15:00 BREAK

Conference

INDUSTRIAL TOURISM IN TUSCANY – 21 April 2023

Museo del Tessuto - Via Puccetti 3 - 59100 Prato PO

15:00 – 18:00 Conference: Industrial Tourism in Tuscany, organized by Comune di Prato - Assessorato al Turismo in collaboration with Regione Toscana

18:30 Inauguration of an immersive installation for the enhancement of Prato's industrial heritage

ENCOUNTERS WITH THE AUTHOR – 20 April 2023 – 6:00 pm

Biblioteca Lazzerini - Via Puccetti 3 - 59100 Prato PO

Presentation of the book

Massimo Preite and Gabriella Maciocco

Recovered Factories

Industrial heritage and architectural project in Italy
(Effigi, 2021)

Massimo Preite and Filippo Guarini will talk about it

European Route of Industrial Heritage (ERIH)

www.erih.net

ERIH (European Route of Industrial Heritage) is an association whose members include the most prestigious industrial heritage sites and museums in Europe. The network, established in 1999, now has more than 300 sites associated with it (including more than 100 as Anchor points and the others as ordinary sites) that offer outstanding that offer evidence of how the experience of industrialisation represents a shared history by all the European countries. In 2019, ERIH was certified as an Industrial Heritage Cultural Route by the Council of Europe. ERIH has considerably developed its network in Italy: many Italian sites, representative of the textile industry, mining, energy, shipbuilding, and other branches of manufacturing activity joined the ERIH Italia national network.

ERIH Italia organizes annual thematic meetings: in 2017 in Brescia on the European Year of Cultural Heritage, in 2018 in Bologna to coincide with ERIH's General Assembly in Italy, in 2019 in Dalmine on company archives, in 2020 and 2021 (online) on the effects of lockdown and the revitalization of post-covid museum activities, in 2022 in Brescia on the use of social media. ERIH Italy Facebook provides continuously updated information on all initiatives promoted by ERIH in Italy and ERIH International.

The ERIH Italy meeting on April 21 will also be accessible remotely through the Zoom platform. The link will be communicated in the days immediately preceding.

OVERNIGHT RESERVATION

It is possible to reserve an overnight stay at one of the three hotels affiliated with the Textile Museum:

Hotel San Marco

Piazza San Marco, 48, 59100 Prato PO - Phone: 0574 21321

<https://www.hotelsanmarcoprato.com/>
info@hotelsanmarcoprato.com

Hotel President

Via Arrigo Simintendi, 20, 59100 Prato PO – Phone: 0574 30251

<https://www.hotelpresidentprato.com/>
manager@hotelpresidentprato.com

Art Hotel Milano

Via Tiziano, 15, 59100 Prato PO – Phone: 0574 23371

<https://www.arthotel-milano.it/>
maragno@arthotel.it

To take advantage of the discounted rates, you must write to the above emails and always add, in copy, the email from the Director Filippo Guarini: f.guarini@museodeltessuto.it