

9.00-13.00

INTRODUCTION BY *Luigi Orombelli*
Società Storica Lombarda

CHAIR *Maria Luisa Betri*
Dipartimento di Studi storici – Università degli Studi di Milano

Philippos Mazarakis-Ainian
National Historical Museum (Atene)

Roberto Balzani
Sistema Museale di Ateneo – Università degli Studi di Bologna

Luigi Mascilli Migliorini
Musei napoleonici

Zeev Gourarier
MUCEM Musée des Civilisations de l'Europe et de la Méditerranée (Marsiglia)

Maria Canella
Le mostre storiche del Comune di Milano

Josep Bracons Clapés
MUHBA Museu d'Història de Barcelona

Camillo Zadra
Museo Storico Italiano della Guerra (Rovereto)

14.00-18.00

INTRODUCTION BY *Maria Goffredo*
Biblioteca Nazionale Braidense

CHAIR *Angela Donati*
Deputazione di Storia Patria per le Province di Romagna

André Wavre
MIR Musée International de la Réforme (Ginevra)

Giorgio Montecchi
Museo del Risorgimento di Modena

Paolo Galimberti
Musei dell'assistenza e della sanità a Milano

Gennaro Rispoli
Museo delle Arti Sanitarie e di Storia della Medicina (Napoli)

Angelo Marchesi
MUST Museo del Territorio Vimeratese

Bianca Passera
Museo Didattico della Seta di Como

Emilia De Simoni
Museo Nazionale delle Arti e Tradizioni Popolari (Roma)

MUSEI e STORIA

Study session

on the occasion of the
ICOM 24th General Conference
Museums and cultural landscapes

07.07.2016

Milano
Biblioteca Nazionale Braidense | Sala Teologica

The Società Storica Lombarda, the Deputazione di Storia Patria per le Province di Romagna and the Deputazione di Storia Patria per le Antiche Provincie Modenesi, together with the Biblioteca Nazionale Braidense and the Dipartimento di Studi storici of the Università degli Studi di Milano have promoted a study session dedicated to "Museums and History" on the occasion of the "ICOM 24th General Conference Milano 2016 | 3-9 July 2016" that will be held in the capital of Lombardy this year and will be dedicated to "Museums and cultural landscapes".

The event will take place in Milano in the Sala Teologica of the Biblioteca Nazionale Braidense, Thursday July the 7th 2016. It calls on experts, scholars, directors and curators of Italian and overseas institutions dedicated to the preservation, safeguard and development of museum collections that illustrate and examine history from ancient times to the present day. The project intends to provoke discussion of recent and interesting experience in the conception, planning, execution and marketing of permanent and temporary exhibitions dedicated to historic themes, to evaluate strategies for the valorisation and promotion of historical museums. To this end, the three Deputations intend to address one of their primary tasks, which is to promote the knowledge of history amongst scholars as well as the greater public of enthusiasts.

Study session

MUSEI e STORIA

on the occasion of the ICOM 24th General Conference
Museums and cultural landscapes

07.07.2016

Milano | Biblioteca Nazionale Braidense | Sala Teologica





MUSEI *e* STORIA

The theme of the propagation of historical heritage has been the subject of analysis and study for years, although in Italy the strategies associated with this fundamental task are behind with respect to Northern and central Europe. Italian museums have focused on the wealth of their historic and artistic heritage rather than on their capacity to make this heritage available to a diverse public. Nevertheless, museum attendance statistics attest that this public possesses a certain awareness. In particular, the historical museums that are the focus of the study session must inevitably renew their communication and promotional strategies so that their preserved heritage may be a message received and shared by an ever-wider audience.

Indeed, dissemination is a meditative process akin to translation, but that does not occur in two separate languages, rather on different linguistic levels within a single code. The premise for communicating the message of historical information effectively is the attentive analysis and detailed knowledge of the public (as regards age range, geographic origin, gender, cultural and scholastic level, interests, etc.). So the choices of subject, historiographic point of view, iconography, means of presentation and multimedia tools are fundamental, though insufficient to guarantee the message's success. It is necessary to present the subject in a critical and original manner whilst adapting the message according to the nature of the public, employing a language that is understandable, linear and clear to its recipients.

Since the 1930s historians such as Arnaldo Momigliano have raised the question of "the public use of history", condemning the stagnant relationship between culture and society; the total indifference to what was defined as "historical dissemination" even then; the failings of the "corporation of historians with and disregarding of the circulation of their own views", who entrusted the propagation of history to "the maladroit hands of the incompetent, ignorant and misinformed, thus causing error and misrepresentation that circulated freely and resulted in distorted and false general historiographic considerations".

On the other hand, there is general consensus today that our country's rich heritage of history, documents and archives can be transformed from a problem to an opportunity. This heritage has long been considered to be a problem, such that the necessity to preserve its wholeness, safeguard and further its study, has lead individual institutions to undertake costly conservation activity of the historic documents preserved and present in Italy.

This method of operation has often favoured the mere preservation of the contents of individual museums, without employing historical heritage as a tool at the service of wide-ranging projects to disseminate the knowledge and discussion of themes of crucial importance for the history, society and culture of the country. Likewise, important projects have been developed for the dissemination of knowledge and culture without any consideration for a wealth of material evidence that could have enhanced their success and impact on the public.

For this reason the problem can be transformed into opportunity, or rather become a tool for the dissemination of the historical culture of our country.

The dense fabric of contents confined within individual museums, the sharing and comparison of the experiences of the keepers of historical memory, are indeed an "opportunity" for the historic and artistic heritage to become a corner stone for historical culture's development and propagation amongst an ever-wider audience. The introduction of wide-ranging cultural projects to historical museums and the use of museums as tools to further the circulation, comprehension and completeness of themes of a historic, artistic, scientific, religious and political nature, will broaden the cognitive horizon and allow access to culture on the part of an ever-wider range of consumers. At the same time the foundations will be laid for the complete "valorisation" of historical and cultural heritage. The aim of the study session is to support and develop projects to propagate knowledge and historical culture to a wide range of users in this country. In this process of dissemination the material historical and artistic heritage can represent a fundamental resource for the development of new knowledge that is able to further the circulation and clear comprehension of the relative themes.

