

**JOURNAL of SUSTAINABLE DESIGN**

# Eco Web Town

Rivista semestrale on line | Online Six-monthly Journal ISSN 2039-2656

Edizione Spin Off SUT - Sustainable Urban Transformation

#23



## **EWT/EcoWebTown**

Rivista semestrale on line | Online Six-monthly Journal

Rivista scientifica accreditata ANVUR

**ISSN: 2039-2656**

Elenco riviste scientifiche ANVUR Area 08 pubblicato l'11.10.2021

[https://www.anvur.it/wp-content/uploads/2021/10/Elenco-riviste-scient\\_Area08\\_Ilquad.pdf](https://www.anvur.it/wp-content/uploads/2021/10/Elenco-riviste-scient_Area08_Ilquad.pdf)

Elenco riviste scientifiche ANVUR Area 08 pubblicato il 18.06.2021

<https://www.anvur.it/wp-content/uploads/2021/10/Riviste-scientifiche-I-quadrimestre-ASN-2021-2023.zip>

Edizione Spin Off SUT - Sustainable Urban Transformation

Università degli Studi "G. d'Annunzio" di Chieti-Pescara

Registrazione Tribunale di Pescara n° 9/2011 del 07/04/2011

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I/2021 pubblicato l'11 ottobre 2021  
[http://www.ecowebtown.it/n\\_23/](http://www.ecowebtown.it/n_23/)

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Testo di Maria Pone



## **EChOWAYS**

Eco-museums along the Phoenicians ways. A Mediterranean legacy for the enhancement of European territories.

Maddalena Ferretti, Antonio Barone

Parole chiave: Eco-museums; Immaterial legacy; Territorial systems; Resilient networks; Cultural exchange, design and innovation

**Abstract:**           ENG

The routes of the Phoenicians have been used since the 12th century BC for trade and cultural communication in the Mediterranean region. The echo of this maritime culture is still evident in the Mediterranean, both with material and immaterial manifestations. Yet, the awareness of this past is not as widespread. Its poor knowledge is also associated with other types of risks such as anthropic pressure and the concentration of infrastructures and industry along the coasts, a fact that is progressively leading to the oblivion of this important heritage. EChOWAYS, proposed by the Università Politecnica delle Marche and the Phoenicians' route aims is to create a network of eco-museums to enhance maritime culture along the historical nautical ways.

The routes of the Phoenicians have been used since the 12th century BC for trade and cultural communication in the Mediterranean region. The echo of this maritime culture is still evident in the Mediterranean, both with archaeological finds that testify to the technical ability of the Phoenicians, masters of navigation and expert craftsmen (Bernardini 2006), and with intangible manifestations such as traditions and customs, foods and supply chains. Yet, in many coastal cities, the awareness of this past is not as widespread. Its poor knowledge is also associated with other types of risks such as anthropic pressure and the concentration of infrastructures and industry along the coasts, a fact that is progressively leading to the oblivion of this important heritage.

Part of MEDWAYS EChOWAYS<sup>1</sup> is a proposal of the Università Politecnica delle Marche and the Phoenicians' Route with the collaboration of other partners of the international research cluster. The aim is to create a network of eco-museums to enhance maritime culture along the historical nautical ways (fig. 1).

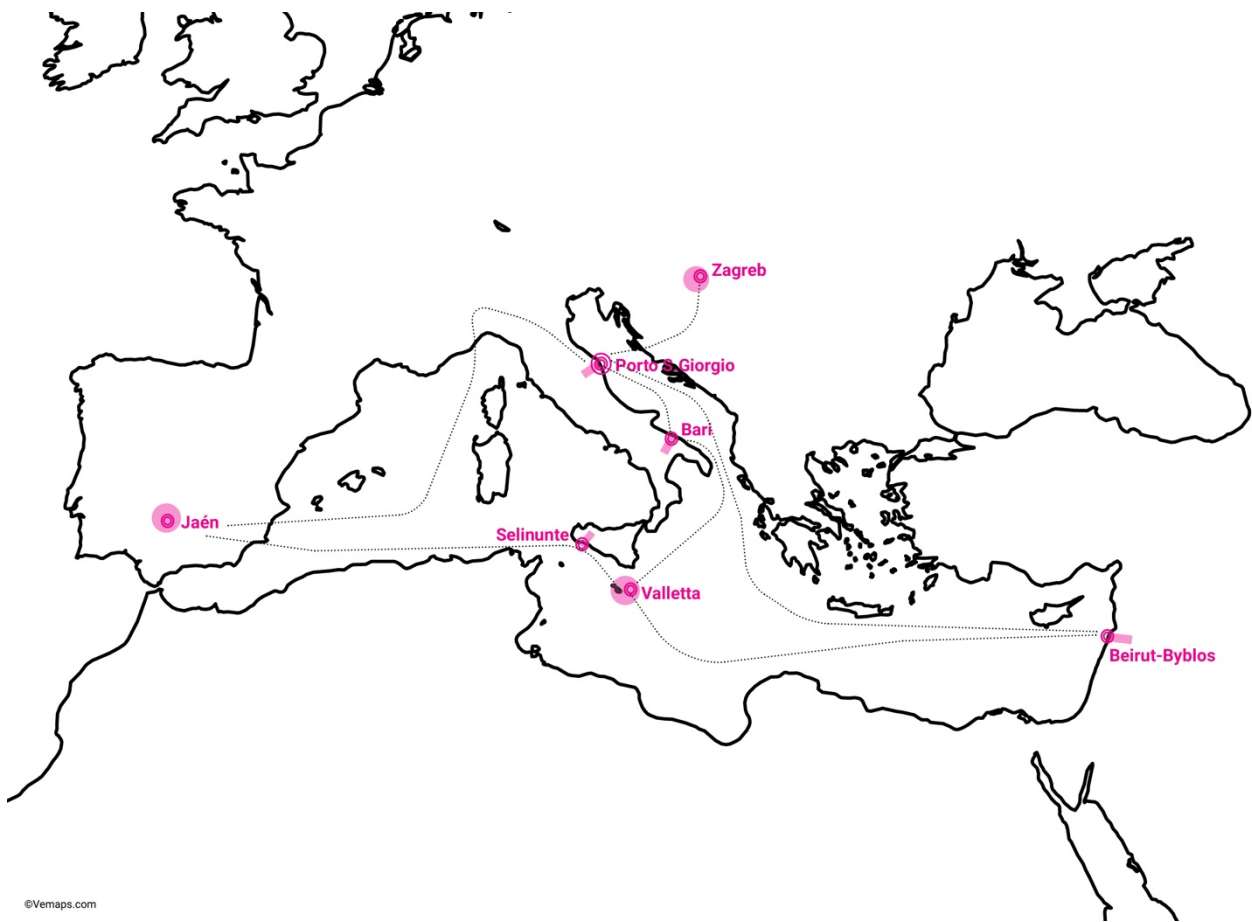


Fig. 1: EChOWAYS. Map of the eco-museums of the sea. Graphic: M. Ferretti.

The Phoenicians' Route is one of the 40 Cultural Routes that today are part of the program of the Council of Europe. It focuses on the connection of the major nautical routes used by the Phoenicians as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians and other great Mediterranean civilizations contributed to the creation of a *koine*, a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas. Today the Route passes through 11 Mediterranean countries in 3 continents, thus strengthening historical bonds.

The aim of the Route is to enhance the tangible and intangible heritage through the collaboration of cities, enterprises and also institutions that want to bring their contribution to the search of a new relationship between man and the surrounding cultural heritage, as well as new pedagogical and tourism models for the needs of today's cultural exchange.

Since 2016, with regard to integrated development projects, the Route has promoted the creation of “Smart Ways”, pathways of excellence, also nautical, which act as collectors of heritage, communities and services, developing a territorial quality offer, enhancing service standards of the involved companies and territories, developing cooperation between different parts of the supply chain, promoting tourism and service activities. The aim is to develop a territorial circuit aimed at creating greater integration between “territory” and “attractions”, not only elements of “high” culture, but also landscape and community values, crafts, folklore, food and wine, atmospheres. Main crossroads of the Smart Ways are the eco-museums where people, ideas, memories, and innovation meet (fig. 2).



Fig. 2: Rovigno, Croatia. Copyright Ecomusum Batana.

In line with the "Manifesto of eco-museums", which defines eco-museums not as physical places, but as «a pact through which the community takes care of its territory» (Maggi 2002), they can be understood as diffused and dynamic museums that also include education and research. They are also knowledge incubators, research centers where to study the sea and test technologies for its environmental protection. EChOWAYS intends to strengthen these nodes as head of territorial systems connected to the coast lines by consolidating «dynamic processes and shared choices for local development» (Acciai, Andreini et al. 2015) and at the same time promoting them on a global scale. Some best practices of sea museums, such as Porto Museo in Tricase, represent a synthesis between the task of disseminating the seafaring traditions and the educational mission of the museum. Other experiences, such as the Maritime Museum of Cesenatico, concretize the link with the port area—where ancient boats still in operation are preserved—and with the community and the territory.

In Porto San Giorgio (FM), in synergy with the university, first research hypotheses<sup>2</sup> are being tested in the field of urban regeneration. Strategies for enhancing the port-city system focused also on a reconnection with the hinterland and the city of Fermo in order to strengthen that coast-territory link that is a key goal for EChOWAYS (fig. 3).





Fig. 3: Porto San Giorgio and the historical centre of Fermo in the background. Photo A. Tessadori.

The international workshop “Ordinary Legacy”<sup>3</sup>, organized by UNIVPM with UFV Madrid, properly explored the theme of the eco-museum, aiming to mend the spatial and urban relations between the abandoned area of the former fish market and the tourist port. In parallel, a wider territorial reflection has been developed to connect Fermo to the sea by strengthening infrastructures and services, with the additional possibility to involve Fermo’s nautical school in the educational laboratory of the eco-museum. Finally, with the opening of the “Cantieri della Civiltà Marinara”, curated by F. De Melis, the Municipality adds an important step in the process of identity consolidation of the seafaring culture of Porto San Giorgio, the story of which is essential for the enhancement operation (fig. 4, fig. 5).

Through their narratives, the inhabitants of Porto San Giorgio could tell the story of their fathers through the resonating echoes of their voices, which, thanks to some digitisation tools, could become a strong attractive factor for tourism. But the eco-museum should be able to go beyond and provide future perspectives: telling the story of the sea today means dealing with crucial issues such as climate change, plastic pollution, raising sea levels. Thus, the eco-museums conceived for EChOWAYS become research hubs for innovation. Moreover, they are showcases of larger interconnected territorial systems and tell the story of new decentralized habitat models, of a different quality of space, of a slow pace living, where yet innovation and smartness are necessary ingredients to progress towards sustainable and ecological development. These areas (and their communities) need to be regenerated and enhanced, to make them more attractive living places for new inhabitants, provided with digital infrastructures, promoted for tourist uses, transformed towards more resilient spatial configurations to respond to the societal and climatic challenges of present times. That’s when the echo, the legacy, of their maritime past meets the future. And it opens up possibilities for new transformative perspectives.



Fig. 4: Poster of the Workshop “Ordinary Legacy” (UNIVPM+UFV), with model representation of the boat that sunk into the terrible storm of 1935, exhibited at the “Cantieri della Civiltà Marinara”, Porto San Giorgio, Fermo, Italia. Photo M. Ferretti

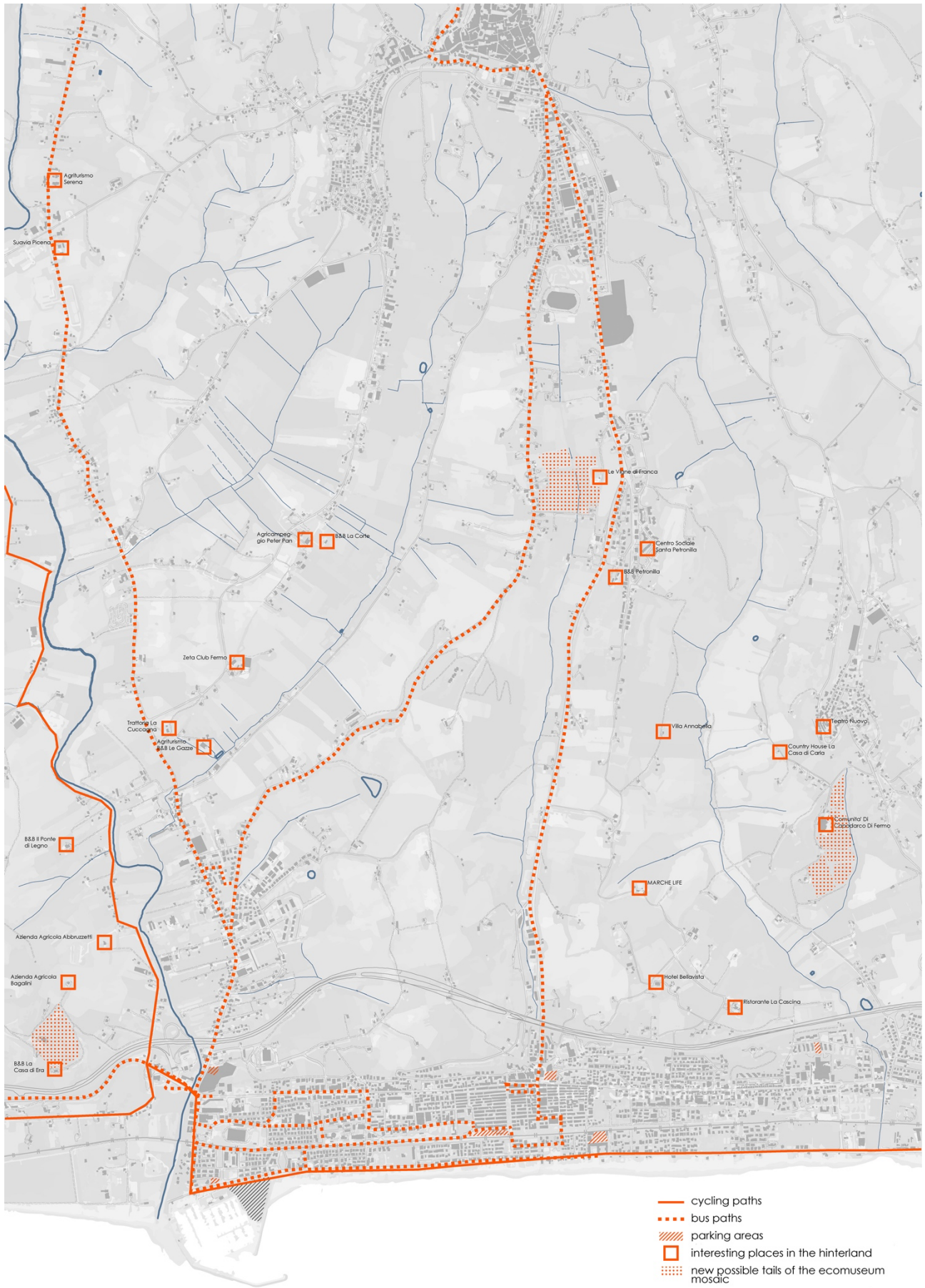


Fig. 5.: Map of the spatial resources and interest sites in Fermo countryside. Workshop “Ordinary Legacy”. Graphic: M.Campanelli; Design team: M. Campanelli; M. Sanz, G. Rivera, I. Querejeta

## Endnotes

1. EChOWAYS is a proposal of the Università Politecnica delle Marche (UNIVPM, Italy) and the Phoenicians' Route (Cultural Routes of the Council of Europe). Future partners involved: Jaén University (Spain), Malta University, Zagreb Libertas University (Croatia), Lebanese American University (Lebanon), Bari University (Italy). EChOWAYS contributes to MEDWAYS, a research cluster supported by the Accademia dei Lincei, Italy, and coordinated by prof. Mosè Ricci. The contribution of EChOWAYS to MEDWAYS is coordinated by UNIVPM (prof. Maddalena Ferretti).
2. Together with Porto San Giorgio, the Università Politecnica delle Marche, with the scientific coordination of prof. Gianluigi Mondaini, developed a research on enhancement strategies for the area of the tourist port, investigating also the possibility of introducing a maritime museum on the square facing the port.
3. "Ordinary Legacy, Forms of permanence and innovation dynamics as materials for regeneration processes". Exchange Workshop UFV Universidad Francisco de Vitoria Madrid and UNIVPM Università Politecnica delle Marche, curated by Maddalena Ferretti (UNIVPM) and Elena Farini (UFV), supported by City of Porto San Giorgio and Phoenicians' Route.

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**ISSN 2039-2656**

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I/2021    11 ottobre 2021  
[www.ecowebtown.it/n\\_23/](http://www.ecowebtown.it/n_23/)

