

POLYTECHNIC OF TORINO
FACULTY OF ARCHITECTURE 1
Degree in Architecture
Honors theses

Ecomuseum: ways of ecotourism on the Route of Transhumance

by Romana Villari

Tutor: Valeria Minucciani

Co-tutor: Francesco Rizzodi

Before to approach to project on a place, we need to understand what that place means for the people that live there. Every landscape side contributes to realise the territory's heritage.

The ecomuseum is a structure really connected at the place in which brought up, and naturally directs to development of that territory and to reserved the local identity.

To have the increase of primary stakeholder of the ecomuseums (visitors), It's important to realized a marketing plan founded on the individuation of a *Cultural District*. An over national area that share cultural aspect, architectural tradition, languages etc.

On this area the project will develop a network of territorial connections. In fact, the appreciate of the local identity of a place, it's very important for start to development in a compatible way with the natural and cultural heritage.

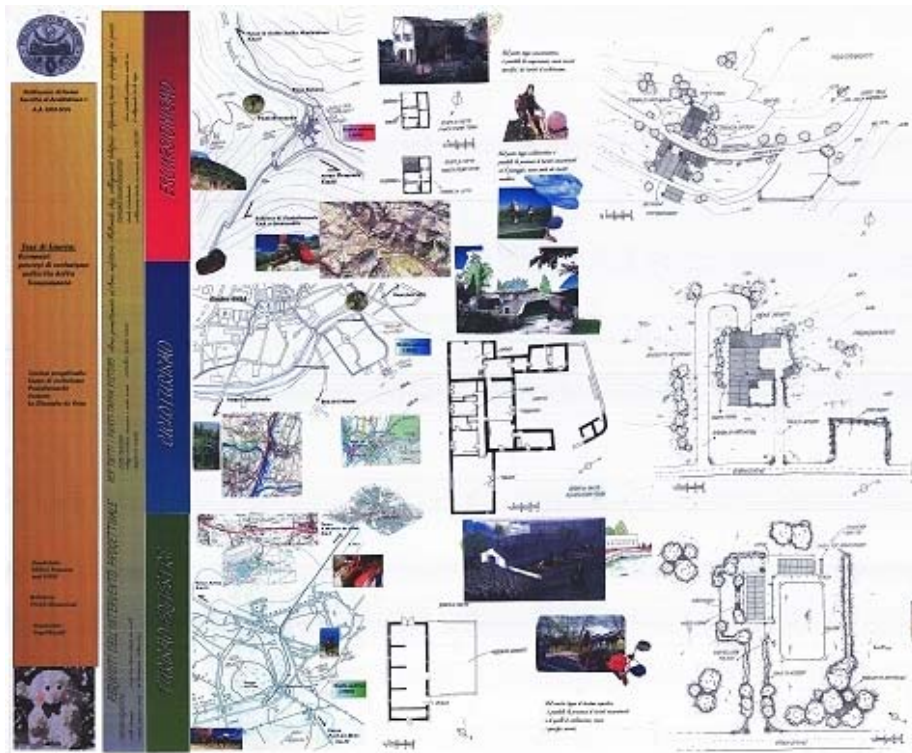
The two ecomuseums of the project, sheep-farming ecomuseum in Ponteb Bernardo Italy and ecomuseum of the Crau on Provence, are placed in an area historical twinned by the Transhumance. Italian farmers went between the Alp to the Provence and come back with the sheeps. Moreover this area shares the Occitan language, music and traditions, so have strong cultural identity.



To put in act the twinning between the ecomuseums, I realise two event day, in all the town that stay on the Route of Transhumance. The big crowd will be an important advertising as for the ecomuseums as the ways of ecotourism correlated and placed on the Route of Transhumance. The last ones are very economically strategic, because are of low impact on the territory, are really carried out wit the European Found like Leader and Interreg, and consent a constant use of the territory, a constant enjoy of the ecomuseums, and development ecological bear.

After the territorial analysis in all the places sited on the Route of Transhumance, an area of three hundred of kilometres, are brought up attitudes and arrangements to put up the three ecotouristic ways : horse tourism, bicycle tourism, mountaineering. To have a very crowd of people too.

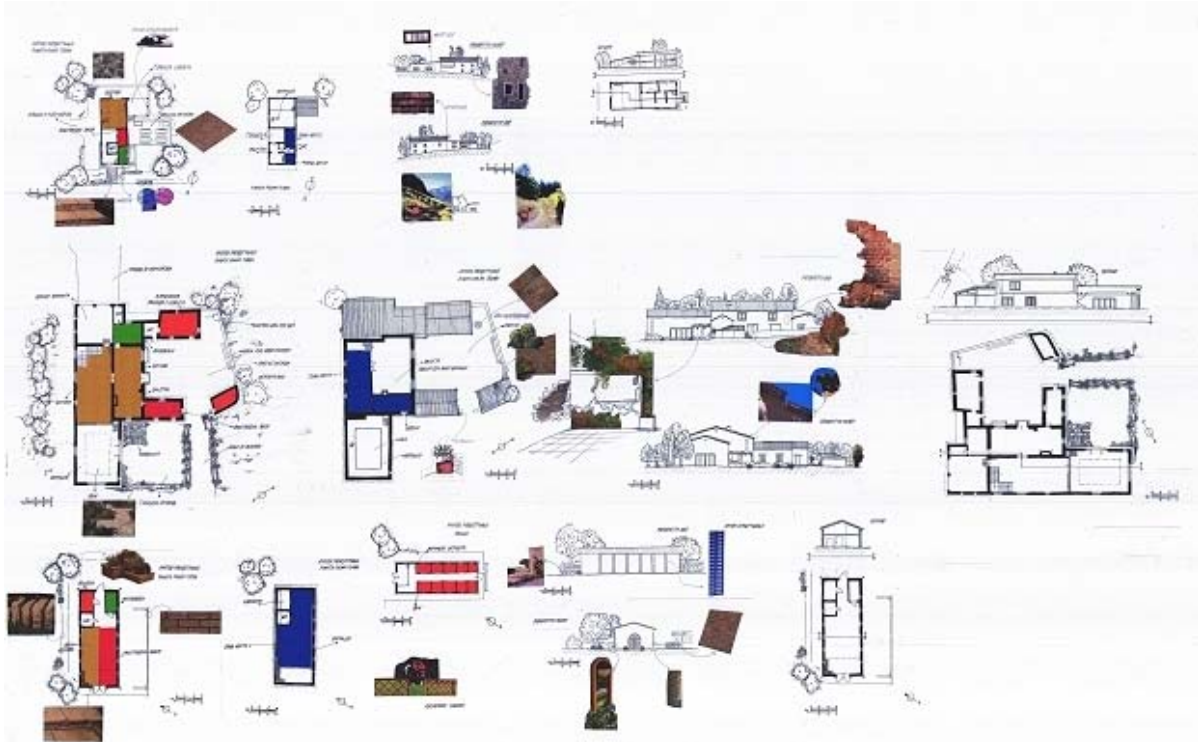
The Camargues area is for the horse tourism, the Loubéron area are for the bicycle tourism, and the Alp area for the mountaineering. The project is the realization of three point of stopping place, one for each one tourism. Architectonical operation based on specific needs, and on features of the typical buildings placed on the three different areas.



The architectural forms have as background the historical using as in materials as in mode to construct. But are an up to date interpretation, to reserved and to improve the territory and the life. Also to answer at the touristic demands, and to become unique that place.

During the project I've meaning that the heritage are not a static image of a place, but a dynamic relationships with induced transformations and territorial synergy.

Whit a minimal operation I will have maximal fall back on the territory.



For further information, e-mail: manaonly@libero.it