

## “Storie di Persone e di Musei” al Museo Nazionale Etrusco di Villa Giulia

by Valentino Nizzo

The Villa Giulia Museum of Rome is so far the only museum in Italy to have included as part of its mission one of the objectives of the Council of Europe’s Convention on the Value of Cultural Heritage for Society. Among the most significant aspects of this document are its revolutionary definitions and concepts, when it states, “Cultural heritage is a group of resources inherited from the past that people identify, independent of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment from the interaction between people and places through time.” It further states, “A heritage community is comprised of people who value specific aspects of cultural heritage that they wish, within the framework of public action, to sustain and transmit to future generations.”

In fact, principles such as those mentioned above finally give People a strategic and active role in the perception, management and enhancement of cultural heritage, understood not only as a set of things but as an integrated system of material and immaterial values, in a dialectical relationship with the environment and also, for this reason, in constant transformation.

Building on these assumptions, I have tried, since the beginning of my mandate (May 2, 2017) to become an interpreter of these values, and to give centrality to people and build a “heritage community” around a museum that is unanimously considered to best represent Etruscan civilization in the world.

This has not been an easy path, even if we have been encouraged by the administrative, scientific and management autonomy conferred on the Museum by the reforms that have affected the Ministry for cultural assets and activities in the last years. The innovation, starting from July 2017, of a membership subscription has been one of the first acts to be carried out in this direction. It is an effective instrument for inducing citizens to return to the Museum and for building a community around it, while at the same time strengthening the role of the institution as vital, inclusive and able to promote the development of culture.

But it was necessary to go further and put in place initiatives capable of recovering and reinforcing the direct link between the Museum and its territory, which the reforms had begun to weaken, due to a sometimes restrictive interpretation of the division of authority between protection (which remains the duty of the Superintendency) and outreach and development (which rests with the autonomous museums and regional museum poles).

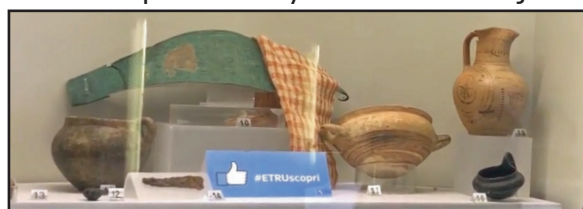
So it was that during the summer of 2017, the ambitious cycle of “Stories of People and Museums” was born, with an invitation to all the historical and archaeological entities that have identified the Museum of



Valentino Nizzo, hosts lecture about the *Museo delle Navigazione delle Acque Interne* who came to Villa Giulia from Capodimonte Viterbo.



#ETRUScopri - weekly videos about objects.



Villa Giulia as their natural reference point, starting from its foundation in 1889. This contributed to the increase of its collections well beyond the cultural boundaries of the Etruscan civilization. This adhesion of the museums has exceeded expectations, and has given life to a cycle that has seen — almost uninterruptedly, from November 2017 to May 2018 — the alternating presentations in Fortuna Hall, of 42 institutions, often represented not only by their scientific directors and conservators but also by the directors (mayors, assessors or officials) of the particular municipalities.

Among the aspects that have contributed to the success of the initiative, there is the will to give voice to the museums, not only from the perspective of the assets and/or places of culture, but also from that of managers and administrators as well as users.

Our innovation is in accordance with the spirit ex-

pressed by Nobel Prize winner Orhan Pamuk in his now famous “Decalogue for a museum that tells daily stories,” introduced by the writer at the conference of International Council of Museums (ICOM) held in Milan in 2016. A museum is intended as a home and a place designed to give voice and expression to individuals, people and everyday stories. This was, therefore, the *leitmotiv* of the whole project, which thus has obtained, since its inception, the patronage of the Italian section of the ICOM, and was among the first events included in the programming of the European Year of Cultural Heritage (2018).

The list of the 42 museums involved is perhaps the most significant testimony to the success of an initiative with a deep symbolic value, whose steps can be fully retraced thanks to the videos of the conferences uploaded on the Museum’s Youtube channel (@Etruschannel). A forthcoming volume, thanks to the support of the Dià Cultura Foundation, will contribute further to spreading all the everyday stories that will find hospitality in the Villa Giulia.

The 42 museums (map at left) are the following: Polo Museale di *Monte Porzio Catone* (RM); Museo Civico Etrusco Romano di *Trevignano Romano* (RM); Museo dell’Agro Veientano, *Formello* (RM); Museo della Preistoria della Tuscia e della Rocca Farnese, *Valentano* (VT); Museo Civico “U. Mastroianni,” *Marino* (RM); Museo della ricerca archeologica di Vulci, *Canino* (VT); MAEC - Museo dell’Accademia Etrusca della Città di *Cortona* (AR); Museo Archeologico Virtuale di *Narce - Mazzano Romano* (RM); Ecomuseo del Paesaggio degli Etruschi, *Porano* (TR); Museo Civico Archeologico “Isidoro Falchi” di *Vetulonia, Castiglione della Pescaia* (GR); Museo Archeologico di Artimino “Francesco Nicosia,” *Carmignano* (PO); Antiquarium Comunale di *Nettuno* (RM); Museo della Navigazione nelle Acque Interne di *Capodimonte* (VT); Museo Etrusco Guarnacci, *Volterra* (PI); Museo Civico Archeologico di *Fiesole* (FI); MUVIT Museo del Vino e MOO Museo dell’Olio e dell’Olio, *Torgiano* (PG); Museo Civico Archeologico Lavinium, *Pomezia* (RM); Museo Civico di *Bracciano* (RM); Museo Civico Lanuvino, *Lanuvio* (RM); Antiquarium Comunale di *Baschi* (TR); Museo Civico di *Todi* (PG); Museo Archeologico di *Frosinone* (FR); Museo Etrusco Claudio Faina, *Orvieto* (TR); Museo Civico Gustavo VI Adolfo di Svezia, *Blera* (VT); Musei Civici di *Pitigliano* (GR); Antiquarium di Poggio Civitate - Museo Etrusco di *Murlo* (SI); Sistema Museale Castiglione, *Castiglione Fiorentino* (AR); Museo della Città di Aquino “Khaled al Asaad,” *Aquino* (FR); Museo Civico Archeologico di *Nepi* (VT); Museo territoriale del Lago di Bolsena, *Bolsena* (VT); Museo Archeologico e Aree Archeologiche di *Montelupo Fiorentino* (AR); CAOS. Sezione Archeologica, *Terni* (TR); Sistema Museale Territoriale Museumgrandtour (RM); Museo Archeologico di *Priverno* (LT); Museo Civico Archeologico “Roger Lambrechts” di *Ardena*; Museo Archeologico e Pinacoteca “Edilberto Rosa,” *Amelia* (TR); Museo Archeologico “Ranuccio Bianchi Bandinelli,” *Colle Val d’Elsa* (SI); Museo Civico di *Orte* (VT); Museo Archeologico Comunale di *Segni* (RM); Museo Archeologico Naturalistico “Adolfo Klitsche de la Grange,” *Allumiere* (RM).