



Unione Europea / Regione Marche



FONDO EUROPEO AGRICOLO PER LO SVILUPPO RURALE: L'EUROPA INVESTE NELLE ZONE RURALI

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Offida



Museo delle Tradizioni popolari

Polo Museale civico
Palazzo De Castellotti





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CATALOGUE-GUIDEBOOKS FOR THE MUSEI PICENI NETWORK

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CATALOGUE GUIDEBOOKS INTRODUCTION

This guide is part of a set of 22 volumes which will lead the reader on an exciting journey of discovery of Piceno territory. Of these 22 guides, 18 are dedicated to the collections of the four museums that make up the Musei Piceni network (Palazzo de Castellotti museum complex, Offida; Palazzo Bonomi Gera municipal museum, Ripatransone; San Francesco museum complex, Montefiore dell’Aso; San Francesco cultural complex, Monterubbiano). The other four volumes are written as itineraries that focus on the specific history, art and environment traits that forge the Piceno identity (Piceno Museums and Collections; Natural Environment and Environmental Education Centres; Typical Towns and Products in Piceno; Artisan Studios of Piceno). Inspired by the complexity of the museum system and the lavish territory where it is located, these guides offer important proof of the fact that every element of material cultural heritage (whether housed in a museum or otherwise) and of Piceno’s traditional and typical way of life is the product of what happened and was generated in history and by the territory’s social development.

For this purpose, the 18 guides dedicated to Musei Piceni collections not only contain a presentation of each single collection and the relative museum, but also offer the reader an engaging cross-referenced text for putting together the various aspects of the complex web of relationships woven between a museum’s heritage, the actual container, the heritage spread across the territory, and the extensive intangible heritage of customs, traditions, rites, legends, and traditional production processes that still reflect the Piceno identity.

The Italian version of each guidebook comprises two main sections: the first is an introduction dedicated to the museum tour and brief notes point the reader/visitor in the direction of the idiosyncrasies of each collection. The second part focuses on one or more objects in the collection and in addition to the general information and the description of the object, offers a series of focused facts for explaining the artefact in more detail and revealing the link between the object and the museum and territorial context in which it is found.

Foreign language texts, in addition to general information offering concise, immediate tips for locating and identifying the object, contain a **descriptive part**, with three main areas of content: a reading of the image/description, origin and original location (physical context and social setting of provenance), original function and meaning.

The Musei Piceni guidebooks are conceived as four macro categories, one per museum, and are dedicated to the following subjects, which reflect the collections on show in each museum venue.

POLO MUSEALE PALAZZO DE CASTELLOTTI, OFFIDA

1. Museo delle Tradizioni Popolari – museum of folk traditions
2. Quadreria civica – municipal art gallery
3. Museo del merletto a tombolo – bolster lace museum
4. “G. Allevi” municipal archaeological museum.

MUSEO CIVICO PALAZZO BONOMI GERA, RIPATRANSONE

5. Pinacoteca civica – municipal art gallery
6. Galleria d’Arte Contemporanea – contemporary art gallery
7. “U. Gera” plaster cast museum
8. Raccolta storico-etnografica – historical and ethnographic collection
9. “G. Mercantini” – history of the Risorgimento museum

POLO MUSEALE SAN FRANCESCO, MONTEFIORE DELL’ASO

10. Carlo Crivelli room
11. “G. Basili” set design documentation museum
12. Museo della civiltà contadina – museum of rural culture
13. “D. Cantatore” collection
14. “A. De Carolis” – museum

POLO CULTURALE SAN FRANCESCO

15. Model of the Aso valley
16. Museo Civico Archeologico – municipal archaeological museum
17. “S. Mircoli” coin collection
18. Quadreria civica – municipal art gallery

OFFIDA MUSEO DELLE TRADIZIONI POPOLARI

The first underground level of Palazzo De Castellotti, which once hosted the wine cellars, is now home to the Museo delle Tradizioni Popolari, a museum established in the late 1980s by the teachers and students of the Scuola Media Statale "G. Ciabattoni" in Offida, who collected the everyday objects and tools donated to the town by local farmworkers and artisans.



The objects on display take visitors on a journey in time, allowing them to discover the production traditions and social customs that characterized the Piceno area and the Offida community until the 1950s, when the countryside was gradually abandoned and traditional crafts fell into decline, ousted by the widespread availability of industrially manufactured items. The exhibits are each

accompanied by information such as their name in local dialect, and arranged in three broad groups that encompass the main activities typical of life in Offida: domestic life, work in the fields, in particular cultivating vines for wine production and wheat, and crafts.

The collection begins with the section devoted to the wheat cycle, with the tools displayed on a large platform in the order in which they were used. The second section



is devoted to crafts, for which Offida has been renowned since the Middle Ages. In fact, due to the weakness of local agriculture, the people had to seek other income by adopting a wide range of different crafts, practised both in the workshops and by going from farm to farm in search of customers in the countryside. Some of the exhibits on display in the museum include the tools used by carpenters, cobblers, smiths, spinners, weavers, and tailors.



Next comes the section devoted to the rural home and family, where everyday objects are arranged in an attractive display seeking to create the atmosphere of a farmhouse where the country folk lived alongside the livestock, and also used the place for weaving.

The last section of the museum is devoted to grape cultivation and wine production, with a display of the main implements used in the fields and during the harvest.

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