

Abstracts

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Territory and cultural heritage: some reflections

By the analysis of the intangible cultural heritage enhancement processes that are currently in progress in the different territories, the author suggests some incisive reflections about the risks of reification and fragmentation of cultural traditions, shared practices and local identities with reference to general studies on capitalization as well as to researches focused on Molise region.

Katia Ballacchino

*Towards an anthropology of the intangible cultural heritage.
From the “Unesco’s Conventions” to the practices of community*

This paper aims to introduce the debate around politics and practices of “intangible cultural heritage” in the specific Italian meaning. Traditions, authenticity, change, excellence, heritage, community are the key concepts for rethinking the process of definition of local identity and cultural diversity face to the “intangible cultural heritage” notion, formalized in national legal frames and at an international level by Unesco. Today we need to analyze cultural heritage – as well as for the notion of identity – not neutrally, but as a result of a constantly re-invented process, dynamic and relational, with many social actors involved.

Letizia Bindi

Molish heritage. Intangible resources for an “inedited” region

The essay briefly outlines the history of the studies of popular traditions in Molise and their contribution to the rise of a new regional identity.

A first attempt of evaluation on the recent policies of the region in matter of intangible heritage enhancement is then offered to the reader as a critical analysis of the cultural and local administration.

Pietro Clemente, Antonio Fanelli

“Intense in feeling but sober in expressing”. The Molise of the two Cirese

The bound between Molise and the two Cirese (Eugenio and Alberto Mario) represents an important step in the constitution and recognition of a contemporary Molisan identity. Molise, as land of emigration and poetical inspiration, of civil and political commitment, of activism in the educational system and as a place of philological and in-depth research in the historical archives and on the field.

In Alberto Cirese’s studies on Molise this small region is depicted at the time of the rise of the first regional anthropological studies, as well as of an ethic and identity-making tension.

A Molise *“intense in feeling but sober in expression”* that has rediscovered, in an almost cyclical way, the work that the two Cirese have done, most of all in the music sector. Thus, Molise faces today a new “Cirese season” thanks to the edition of the sound tracks of their field’s researches.

Vincenzo Lombardi

Musical constructions. Ideas, musicians, bands, practices and musical activities in Molise between folk and world music from the Fifties to date

In the contemporary musical scenario of Molise, a significant phenomenon of re-definition and re-invention of the ideas of musical identity is taking place inside the “traditional music” repertoire. A trend similar, perhaps, to an analogous phenomenon of a regional ‘musical identity’ invention occurred during the second decade of the twentieth century.

The persistence of traditional music, the interpretations provided by the field’s specialists, the institutional choices and the related cultural politics represent the main aspects discussed in this essay. The whole presented on the background of a description of the major collections of sung lyrics and of the main, historical and contemporary sound archives.

Antonio Ferrandina, Antonio Minguzzi

Marketing of traditions and immaterial culture, the future of the Destination Marketing in Molise

The marketing of territories, destinations and culture has caught the attention, in the last decade, of various actors, representing one of the most used expression among scholars and the local development policy-makers.

In particular the intangible cultural heritage – i. e. the oral tradition, the arts, the social habits, rites, knowledge and handicraft – seems to be, for many regional entities, a great possibility for the touristic and territorial development.

In this perspective this essay aims to provide a synthetic theoretical framework that may be useful to understand the potential of the marketing of the territory, of the destination, of the local culture and the possible consequences on the areas of Molise.

Roberto Parisi

*MolisEcomuseum. Memories, knowledge and practices for
an eco-museal network of territory and communities*

After almost thirty years from the affirmation in Italy of the first eco-museums, and after little more than four years after the promulgation, in Molise, of a specific regional law on this subject, the topic of this issue of *Glocale* offers the opportunity for a historiographical and methodological reflection on the ecomuseal model of active protection and touristic promotion of the territory. This paper aims to outline the developmental stages that had characterized the appearance of this museological model in our country, from the first museums to the most recent “ecomuseums 3.0”. It intends, also, to deepen examine, on a local scale, the reasons that hinder the application of the ecomuseal system in the knowledge and enhancement process of the cultural heritage of Molise.

Lepoldo Santovincenzo

Low definition Molise

Almost invisible in cinema and television, Molise delegated in a quite exclusive way, the narration of his own history and of his own culture to news reports about rural, folk and religious festivals, with occasional contributions on the effects of the migratory flows and artisan economy.

It seems that an adequate process of updating has not followed the abundant documentation mostly produced during the Sixties by the national television. Consequently, an image of the region crystallized in time, that shows, with marginal variations, an unaltered rural and archaic identity, persists. However, in the course of time, a complex dialectic between that memory and the socio-cultural transformation taking place for several decades now, has been added to it. The partial and imperfect archive, developed

over the time almost by inertia, needs, therefore, a rational arrangement, that leads to a common reflection on the existing heritage and, especially, on that one to be built.

Antonio Ruggieri

The extreme concreteness of the “immaterial culture”

During a panel discussion chaired by Antonio Ruggieri, Letizia Bindi (anthropologist, professor at the University of Molise), Antonietta Caccia (president of the Circolo della zampogna of Scapoli), Mauro Gioielli (ethnologist, expert on the popular culture of Molise), Nico Ioffredi (regional Councillor with responsibility for cultural activities) and Vincenzo Lombardi (ethnomusicologist, director of the provincial library “P. Albino” in Campobasso) have outlined a reference framework of the policies of protection of the intangible cultural resources in Molise, focusing on the weak points and realistic prospects for an effective intervention.

Roberto Ricci

*Feudalism and agrarian world: Sant’Omero in the “Master Book”
of Alvaro de Mendoza y Alarcon (1645)*

The features of the Modern State that developed during the 17th century, involve a particular attention on the evaluation of its main elements, at least about Central and Southern Italy, such as the feud and his structure.

In the territory of Abruzzo, it’s quite difficult to talk about the concept of “Refeudalization” through the general crisis of the 17th century: in fact, during this period there were the transformation of the feudal aristocracy and the development of a new social class, among which we remember the families of “Acquaviva d’Atri”, “Farnese di Campli”, “Alarcon y Mendoza a Sant’Omero” and “Valle Siciliana”, throughout the territory of Teramo.

The interest is mainly focused on the connection between feud and agrarian world as a result of the relationship that links feudal landscape and its modification by human activity. Thus, thanks to the recent discoveries and investigations, we can build an effective history of feud.

In the State Archives of Naples, there are some important documents belonging to this families, about, for example, the possession of Alvaro De Mendoza recorded in the ‘Master Book’ (1645), and the productive and social property’s relations of the Sant’Omero and Poggio Morello communities.

In the “Master Book”, preserved in the State Archive of Teramo, are specified the importance of property, of social relationships and, above all, of the social figures of mediation. They lead to an interesting dialectic by a “protomodern feudalism” that anticipate the features of the 800s’ sharecropping and that will make Sant’Omero an important presence throughout the area of Vibrata.

Elena Musci

The reading of the historical landscape and game excursions

Thinking about the landscape and exploring it as an object of scientific survey and didactic mediation are the goals of the excursion activities conceived within the school context, as they are presented in the educational section of this issue of «Glocale». It is a path that tries to combine the expert knowledge with the history and territory teaching, in an interactive dimension of communication and heritage education.

Gianna Pasquale

*Three paths through the history of molise:
the culture of places by educational workshops*

History is not just a chronological sequence of events, but a set of complex and multiple search paths, with plural times depending on the different objects of study, with spaces lying between local and global settings. In teaching is therefore necessary to replace the hegemony of *General History* with the teaching/learning of *Histories*.

Supporting this approach, the article highlights the importance of educational workshops on local history and describes the educational project “Three paths through the history of Molise: the culture of places by educational workshops”, promoted and funded by Iresmo, Istituto Regionale per gli Studi Storici del Molise “V. Cuoco” and realized by some schools in Molise.