



## 4. BEPPE FENOGLIO 22

**Keywords:** cultural tourism; literary tourism; centenary; writer; intangible heritage; cultural events.

**The aim of the project:** The centenary main objective is the dissemination and study of Fenoglio's writings through twelve months of appointments in which literature will merge with theatre, music, history, and visual art to best celebrate the memory and work of a writer.

**Partners:** Centro Studi Beppe Fenoglio; Municipality of Alba; Region Piedmont, Fondazione Ferrero, FondazioneCRC and other private sponsors to be nominated (actually, Banca d'Alba)

**Project implementation time:** 2021 (ongoing organisation); 1<sup>st</sup> March 2022 – 1<sup>st</sup> March 2023

**Budget:** €480.000,00 (Municipality of Alba €150.000; Region Piedmont €160.000,00; FondazioneCrc 20.000,00; Banca d'Alba 150.000,00)

**Granted by:** Municipality of Alba; Region Piedmont; Cassa di Risparmio di Cuneo Foundation (FondazioneCRC); Banca d'Alba (bank).

**Priority line/Specific objective:** enhancement of intangible cultural heritage (national frame).

### Context

The Association Centro Studi di Letteratura, Storia, Arte e Cultura "Beppe Fenoglio" (Center for Studies of Literature, History, Art and Culture "Beppe Fenoglio") was promoted by the municipal administration of Alba to provide the city and the Alba area with a tool for study, research and dissemination of literary, artistic and historical traditions. and cultural areas of the area, in the larger frame of Piedmont Region. The naming of the Center after Beppe Fenoglio means above all that the figure and works of the writer from Alba constitute the centrality of the Association's activity. All other cultural issues are not excluded, rather they are enhanced and encouraged for the study and research of related cultural domains.

Alba town is the core of the CS area, classified by the Italian Institute for Statistics (ISTAT) as a tourist municipality with a cultural, historical, artistic and landscape vocation. It is well-known for its International White Truffle Fair which is in 2021 at the 91<sup>st</sup> edition. In addition to truffles, the territory produces famous wines, peaches, and hazelnuts. Not only wine production but also food industry is especially important being Alba the town where Ferrero industry (producing Nutella ©) has its headquarters and an important Foundation, engaged in the cultural sector.

### Description:

Being inspired by the rhythm of nature and following the seasonality as it happens in the peasant world narrated by Fenoglio, the Fenoglio year will be divided into four chapters: each quarter will be identified with the title of one of the writings of the author from Alba. The first chapter "Spring of Beauty" will identify the appointments that will start the celebrations between 1<sup>st</sup> March and 1<sup>st</sup> June: the opening event will be a moment of high emotional impact: the "heart pulse secret" will start from the city of Alba. The Fenoglio's language will also be the protagonist in an exhibition, which will tell, as Fulvia underlines in "A Private Matter", "That Way of Putting out Words" typical of the writer from Alba.





In spring, the Einaudi publishing house, which has always been linked to Beppe Fenoglio, will launch a series of editorial and promotional initiatives, including the launch of a uniform edition with author prefaces, which will continue for the entire Centenary.

In the months of March and April, “Fenoglio a teatro” will be staged through celebratory moments and performances inspired by the writer’s works, starting with the female figures, in collaboration with the Municipality of Alba, theatre companies and actresses from Alba.

As always, April 25 will be dedicated to the National “Liberation Day” with historical insights dedicated to the Partisan Johnny, in collaboration with the Historical Institutes of the Resistance and the National Association of Italian Partisans (ANPI).

The second chapter, or the summer contained in the calendar of appointments between June 2 and September 7, will be entitled “A Day of Fire” and will include the project “Up there, where the sky sticks to the hills” to enjoy, thanks to a new application, outdoor paths on the tracks of Agostino, Milton, Johnny, Placido and other protagonists of Fenoglio’s writings.

The summer season, also known for being the season of festivals in the Langhe, Monferrato and Roero area, will merge music with literature, art, cinema and will bring together the various artistic expressions with the common denominator “Over the Rainbow”.

The autumn season and the beginning of winter, declined within the calendar from 8 September to 31 December, will be dedicated to “The Twenty-three Days of the City of Alba”. From October to December, a major exhibition at the Ferrero Foundation will be an immersive opportunity to delve into Fenoglio’s writings. An experiential and didactic path to get to know the man, the writer, and the partisan. The International Alba White Truffle Fair will also be an opportunity to tell the public visiting Alba and the territory. Also, during the season, there will be cinema with “Fenoglio and the cinema”: activities and exhibitions organized by the Turin Cinema Museum, in collaboration with the Turin Piedmont Film Commission.

The concluding chapter, from 1 January to 1 March 2023, will be identified with “A Private Matter”: The new century of Fenoglio will be told in an international conference and a “Fenoglio Atlas” will be launched: a geographical, historical and meta-literary map that will collect the paths of the app and complete them with a complete study apparatus.

**Results:** Not applicable

*Expected results:* The centenary of the writer Beppe Fenoglio would not be only the celebration of his works and literature. The cultural association that is organising the whole event is also pointing at the national and international legacy of an Italian writer who has traversed an unresolved period of Italian history first-hand.

**Success factors:** Not applicable (not started).

**Limiting factors:** Due to unknown development of actual pandemic situation, a dense program of events mainly planned for an attending live public is threatened by restrictions to mobility. Such as other good practices in the area, they need to be placed into a complex system, at least in dialogue with regional heritage institutions and tourism bodies.

**Applicability and upscaling:**

Any kind of literature exhibition or celebration is a cultural practice that could be accounted and discussed at the light of heritagisation practices.





**Others:**

- **Website:** <https://www.centrostudibeppefenoglio.it/it/>
- **Instagram** [beppefenoglio22](https://www.instagram.com/beppefenoglio22)
- **Video:** <https://www.facebook.com/CentroBeppeFenoglio/videos/902102210430651>



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