



2. IO VENGO DI LÀ¹

Keywords: cultural tourism; literary tourism; writer; intangible heritage; tourism digitalization.

[Directly provided by the Cesare Pavese Foundation: #specificity #experientiality #accessibility #sustainability]

The aim of the project “Io vengo di là” is a new online format produced by the Fondazione Cesare Pavese that offers a different way to enjoy culture, during the Covid-19 period while the museums were closed.

Partners: Cesare Pavese Foundation; Municipality of Santo Stefano Belbo (CN).

Project implementation time: November 2020 – to April 2021

Budget: not mentioned

Granted by: Fondazione Cesare Pavese | Cesare Pavese Foundation

Priority line/Specific objective: enhancement of cultural heritage (national frame); tourism digitalisation.

Context

The project “Io vengo di là” originated in Santo Stefano Belbo (Cuneo), a little agricultural town in the hills of Langhe, far from the big cities and great cultural centres. The municipality of Santo Stefano Belbo has about 4000 inhabitants and is classified by the Italian Institute of Statistics (ISTAT) as tourist municipality with a cultural, historical, artistic and landscape vocation. The town is irreversibly linked to the writer Cesare Pavese who was born there in 1908, even if it has a quite interesting ancient history dating back to Roman and Medieval times. For example, according to historical sources, the Benedictine monks introduced in surrounding hills the cultivation of the vine in the thirteenth century

The project was also created in a specific and very difficult period: during the global Covid-19 pandemic. In this lockdown period, much cultural content and several events were transferred to web platforms. From this experience the idea of growing the project “Io vengo di là” with the aim of retaining our already loyal public approaching a new audience, local or not, maybe younger, and creating in this way a new community that can participate in the Fondazione Cesare Pavese’s offline and online (as soon as possible) activities, in accordance with the Foundation’s mission: the diffusion of the human and intellectual figure of the great Piedmontese writer.

The use of digital and multimedia technology creates new cultural entertainment venues, easily usable by different target markets. With the global pandemic, communication, training, and information methods changed very quickly to a “digital transaction”. People not only become users, but integral parts of initiatives and projects that are real is a unique and shared place without limits of space and time, independently accessible, but with the awareness of being part of a precise collective identity.

This is a very little attempt to try to change an area that doesn’t know (or maybe doesn’t believe) the potential of literary and artistic cultures and the use of technology.

Description

“Io vengo di là” is a new online format produced by the Fondazione Cesare Pavese that offers a different way to enjoy culture. It is an initiative that was created during the Covid-19 period while the museums were closed.

The aim of the project is to give a free format, accessible anytime to anyone using digital and multimedia technology to stimulate people and tourists to come to Santo Stefano Belbo and learn about Cesare Pavese as

¹ Not translated because it is a direct citation from the writer’s works.





well as the specific features of the surrounding area: cultural, food and wine, landscaping. By increasing tourism, the area's business can grow (for example restaurants and hotels), thus creating a virtuous circle.

Actually, the format is composed of two series, the first launched in December 2020 and the second in February 2021. It has been conceived as a virtual itinerary that winds through some of the symbolic places of Cesare Pavese's life and imagination to allow everyone to breathe its atmosphere in a new way. Each video is narrated by different experts, witnesses and stakeholders involved into the work of knowledge, transmission and dissemination of the figure of the writer who was born in Santo Stefano Belbo and died in the city of Turin.

Results:

The project "Io vengo di là" was an experiment led by a specific and difficult moment, that is the global Covid-19 pandemic. Results were very important and also a little bit unexpected; the online format was well appreciated because it was a different and free way, with an innovative means, to give culture in a difficult suspended moment of our lives.

Cesare Pavese foundation registered a high number of views (our online community) and as soon as the Foundation opened, the number of tourists greatly increased (offline community) and with a new demographic: younger people. This is probably because we gave the cultural content with the use of technology. In this sense, there was the preservation of the Foundation's mission (the diffusion of the human and intellectual figure of the great Piedmontese writer) but in an innovative way.

The first season itinerary is composed of 8 videos lasting about 15 minutes each: in the first video, after an introduction about the project, special attention was given to the novel "Dialogues with Leucò". Then, the itinerary is articulated through Cesare Pavese's places such as the Church of SS. Giacomo and Cristoforo, the house-workshop "Pinolo Scaglione", the writers' birthplace and his tomb, the Moncucco hill and concludes in the Cesare Pavese Foundation Museum.

The second season itinerary is composed of 9 videos lasting 15 minutes each: in the first one, the symbolic village is the place where the writer was born, that is presented taking into account the places as traversed in search of writer's own inner identity. Then, the close hamlet of Camo is illustrated: there a "diffuse museum" intersects arts and literature. The itinerary follows in another village Serralunga di Crea (Alessandria) where is narrated part of the writer's family history. Three videos describe Cesare Pavese as a man in the city of Turin where he lived, worked, and died in 1950. This second season closes describing landscape and literature: the Langhe, narrated by Cesare Pavese, are now a UNESCO World Heritage Serial Site to be discovered through panoramic trails.

Success factors:

- Greater diffusion of content, faster, also for people who can't spend money on culture
- Use of modern means in a "digital" period (also in a lockdown period)
- Replicability of the project

Limiting factors:

The use of modern technology and the need of an internet connection; if done in a free way (without paying), it doesn't generate a direct profit.

The videos are only in Italian but could be subtitled in English to better disseminate the project.

Applicability and upscaling:

This project can be applied in a different area that has particular characteristics linked to literary, landscape and food and wine culture.





Others:

- **Website** Fondazione Cesare Pavese: “Io vengo di là” – first season
<https://fondazionecesarepavese.it/news/io-vengo-di-la-tour-virtuale-luoghi-pavesiani/>
- **Website** Fondazione Cesare Pavese: “Io vengo di là” – second season
<https://fondazionecesarepavese.it/news/io-vengo-di-la-seconda-stagione/>
- **YouTube** Fondazione Cesare Pavese
<https://www.youtube.com/channel/UC1QwIRut-U0eGJ0bfbPd1Sw>

